

Veer Narmad South Gujarat University, Surat
S.Y.B.Com.

Management Paper-1

Semester - 3

(In Force From June 2015-16)

- Objectives:** 1. To impart to the conceptual knowledge in the area of marketing.
2. To acquaint the students with the marketing problems.

Syllabus :

1.CONTEMPORARY ISSUES IN HRM

- Introduction
- Sexual Harresment
- Employee engagement
- Employee as a brand
- Talent management
- Career planning and management
- Work life balance
- E - Hrm and e - learning in India
- Electronic Hrm function
- E- learning

2. RECENT TECHNIQUES IN HUMAN RESOURCE MANAGEMENT

- Employees for lease –
- Moon Lighting by employees: Blue Moon to Full Moon –
- Dual CareerGroups –
- Flexitime and Flexi work
- Training and Development: Organiasation’s Educational Institutes
- Management Participation in employees Organisations
- Consumer Participation inCollective Bargaining
- Collaborative Approach
- Employees Proxy
- Human ResourceAccounting
- Organisational Politics
- Exit Policy and Practice
- Future of HRM.

3.MULTINATIONALS CORPORATIONS AND INDIAN TRANSNATIONALS

- Introduction
- Reasons for going International.
- Features of Multinational Corporations.
- Benefits of MNCs
- Challenges and problems faced by MNCs
- Transnational Corporations.

4.TURN-AROUND STRATEGY:

- Meaning of industrial sickness
- Stages of industrial sickness
- Symptoms of sickness
- Causes of sickness
 - Structural causes
 - Non-structural causes
- Prevention & cure of industrial sickness

BOOKS :-

1. Leadership and management by Dr.A.Chandre Mohan
2. Personal management by C.B Memoria and V.S.P. rao
3. Labour welfare, trade unionism and industrial relations by Punekar,Deodhar,Sankaran.(Himalaya publication)
4. “Managing new business successfully” by ramchandran
5. “managing managers” by c.s. rayudu

VEER NARMAD SOUTH GUJARAT UNIVERSITY
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MANAGEMENT –PAPER-2
TO BE ENFORCED FROM 2015 -2016

1. BUSINESS TECHNOLOGY MANAGEMENT:

25%

Where does BTM fits, BTM alignments, synchronization and Convergence, Dimensions of BTM- Process, Organisation, Information, Technology, BTM Capabilities, BTM maturity Model.

2. BUSINESS PERFORMANCE MANAGEMENT:

35%

History, definitions and scope, methodologies, metrics and key performance indicators, Application software types, design and Implementation. Performance appraisal, Importance of Performance Appraisal. Problems in Performance appraisal. Should increments and promotions be based on Performance appraisal report. Why? Merit Vs experience method of promotion.

3. SUPPLY CHAIN MANAGEMENT:

40%

Definition, Problem addressed by supply chain management, Activities/function, (strategies level tactical level, operational level,) Importance of supply chain management, historical development in supply chain management, supply chain business process integration, supply chain sustainability. Concept of green supply chain management , Difference between conventional supply chain and green supply chain advantages and barriers in GSCM Implementation.

REFERENCES:

Human Resource & Personnel Management by K.Aswathappa, “ Tata McGraw-Hill Publishing , 2nd editions.

Supply Chain Management, Processes, Partnership, Performances, by Lambert, Douglas.M. 3rd Edition 2008.

3 legged Race, By Faisal Hoque, V.Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing , Prentice Hall/BTM Institute Dec-2005

Sustained Innovation- Converging Business & Technology to Achieve Enduring Performance By Faisal Hoque & Tery Kirk Patrick (BTM Press-March-2007.

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Management Paper-3
Semester - 4

(In Force From June 2015-16)

- Objectives:** 1. To impart to the conceptual knowledge in the area of marketing.
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Syllabus :

1. WOMEN WORKERS

- Introduction
- Characteristics of women labour
- Classification of women workers –professional, existential, in transition, in duress
- Women workers in unorganised sectors
- Issues of women workers
- Concern of women workers

2. CHILD LABOUR;

- Concept
- Classification of child Labour
- Approaches to child labour
- Concern for child labour
- Facets of the problems and causes
- Factors which reduce incidence of child labour
- Factors which increase incidence of child labour
- National child labour policy
- Role of different agencies in combating child labour

3. TERMS AND TEAM WORK

- Importance of teams
- Difference between group and teams
- Types of teams
- Team works
- Team building
- Role of team members

- Team effectiveness
- Building trust
- Team development

4. PERSONALITY AND PERCEPTION

- Meaning of personality
- Definition
- Nature and significance
- Determinants of personality
- Measurement of personality
- The big five models
- Traits of personality
- Type a and type b personalities
- Meaning of perception
- Elements of perception
- Definition of perception
- Sensation v/s perception
- Characteristics of perceiver
- Halo effect and stereo type
- Definition of impression & image
 - Techniques of impression building

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MANAGEMENT –PAPER-4
TO BE ENFORCED FROM 2015 -2016

1. PUBLIC RELATION: 20%

Introduction, Origin and growth of Public relation, Recent trends in Public relation, Principle's and ethics of Public relation. Importance of public relations in the field of management.

2. EMPLOYEE WELFARE: 40%

Learning Objectives, Meaning and definition, Merits and demerits of welfare measures, Types of welfare activities, statutory and non-statutory, Approaches to Labour welfare, Administration of welfare facilities, safety of woman employees at work place. Measures taken by the government for women safety. Child care Centres at work place and their usefulness. Grievance redressal cells for employees and their functioning. sexual harassment cells and their functioning.

3. SAFETY AND HEALTH: 40%

Learning Objectives, Safety, Types of Accident, Needs for Safety, Safety Programmes, Health, Physical, Health, Mental Health, Noise Control, Job Stress, Acquired Immune Deficiency Syndrome (AIDS), Alcoholism and Drug Abuse. Effects of Alcoholism on family and nation. Violence in the Work Place. Gender discrimination, Wage discrimination in males and female workers. Grievance redressal cells for employees and their functioning.

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Human Resource & Personnel Management by K.Aswathappa, " Tata McGraw-Hill Publishing , 2nd editions.

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