

Veer Narmad South Gujarat University, Surat

S.Y.B.Com.

Management Paper-1

Semester - 3

(In Force From June 2018-19)

- 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

2. RECENT TECHNIQUES IN HUMAN RESOURCE MANAGEMENT

- Employees for lease –
- Moon Lighting by employees: Blue Moon to Full Moon –
- Dual Career Groups –
- Flexitime and Flexi work
- Quality management concept.
- History of QM
- Principles of quality management.
- Relationship between QM and Functional management.
- QM and continious Improvement(Concept)
- Objectives and limitations of Continious process Improvement.(CPI)
- Concept of Lean.
- Lean process and Lean Principlesand Lean Benifits.
- Six Sigma(SS) concept ,Objectives and Planning Six Sigma process.

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.

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
6. Management (Multi dimensional approach) By H.R .Appannaiah, G.Dinakar,H.A Bhaskara.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
SY.B.COM.

MANAGEMENT –PAPER-2 (SEM-3)
TO BE ENFORCED FROM 2018 -2019

1.Work Environment and work Behaviour: 25%

Meaning of work environment, Factors affecting work environment, Noise, Lighting, Ventilation, temperature, Music, Work behaviour meaning, Factors affecting work behaviour, i.e. accidents, Fatigue, absenteeism, Alcoholism, drug abuse Smoking.

2.Employee Relations: 25%

Meaning, Employee relation strategy, Internal and external factors influencing employee relation strategy, Segments of Industrial relations, collective bargaining, Bargaining process, negotiations Guidelines for negotiations, collective agreement, Grievance handling. guidelines for Grievance handling, Discipline, objectives of Discipline.

3. SUPPLY CHAIN MANAGEMENT: 30%

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.

4. Inventroy Management 20%

Concept, Objectives of Inventroy handling, Warehouse The concept, Its objectives, Types of warehouses and utility of warehouses.

REFERENCES:

1. Human Resource & Personnel Management by K. Aswathappa, “ Tata McGraw-Hill Publishing, 2nd editions.
2. 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
4. Sustained Innovation- Converging Business & Technology to Achieve Enduring Performance By Faisal Hoque & Tery Kirk Patrick (BTM Press-March-2007).
5. Personnel and human Resource management By A. M. Sharma. Himalaya Publishing house.
6. Management (Multi dimensional approach) By H.R. Appannaiah, G. Dinakar, H.A Bhaskara.

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Management Paper-3

Semester - 4

(In Force From June 2018-19)

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

Syllabus :

1. WOMEN WORKERS

25%

- 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;

25%

- 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

25%

- 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.TURN-AROUND STRATEGY:

25%

- Ø Meaning of industrial sickness
- Ø Stages of industrial sickness
- Ø Symptoms of sickness
- Ø Causes of sickness
 - o Structural causes
 - o Non-structural causes
- Ø 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
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VEER NARMAD SOUTH GUJARAT UNIVERSITY
SY.B.COM.(SEM-4)
MANAGEMENT –PAPER-4
TO BE ENFORCED FROM 2018 -2019

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:

30%

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:

30%

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.

4..BUSINESS PERFORMANCE MANAGEMENT:

20%

History, definitions and scope, methodologies, metrics and key performance indicators,. 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.

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VEER NARMAD SOUTH GUJARAT UNIVERSITY
SY.B.COM (External)
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- 1.CONTEMPORARY ISSUES IN HRM** **10%**
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 - Sexual Harresment
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 - Talent management
 - Career planning and management
 - Work life balance
- 2. RECENT TECHNIQUES IN HUMAN RESOURCE MANAGEMENT** **15%**
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- 3. MULTINATIONALS CORPORATIONS AND INDIAN TRANSNATIONALS: 15%**
- Introduction
 - Reasons for going International.
 - Features of Multinational Corporations.
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- 4. WOMEN WORKERS** **15%**
- Introduction
 - Characterstics of women labour
 - Classification of women workers –professional, existential, in transition, in duress
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- 5. CHILD LABOUR;** **15%**
- Concept
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 - Facets of the problems and causes

- Factors which reduce incidence of child labour
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- National child labour policy
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6. TERMS AND TEAM WORK

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- Importance of teams
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7.TURN-AROUND STRATEGY:

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- Ø Meaning of industrial sickness
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