

Veer Narmad South Gujarat University, Surat

T.Y.B. Com (External)(2022-23)

Management 3

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| 1. Managing Diversity | 10% |
| <ul style="list-style-type: none">• Introduction to workplace diversity• Reasons for growing workforce diversity• Benefits and drawbacks of workforce diversity• Diversity and its impact on companies• Challenges of diversity• Recommendations for managing diversity• Key diversity theories | |
| 2. Performance management systems and performance improvement | 10% |
| <ul style="list-style-type: none">• Definition of PMS, performance competency, potential• Capability and performance counselling• Objectives of PMS• Need for PMS in organizations• Essential features of effective PMS• Conditions for effective performance counselling• Performance counselling phases• Process of performance counselling | |
| 3. International Marketing | 10% |
| <ul style="list-style-type: none">• Introduction• Importance of international management• Hofstede's cultural framework• The globe framework• Cultural stereotyping and social institutions• Cross cultural assignments• Strategies for expanding globally | |
| 4. Organizational culture | 10% |
| <ul style="list-style-type: none">• Definition of organization• Types of culture• Organizational change• Changing an organizational culture• Roles and customs• Expected roles• Customer development• Tactics of implementation• Developing traditions of change• Managing change effectively | |
| 5. Learning organizations | 15% |
| <ul style="list-style-type: none">• Definition• Features of learning organization | |

- Benefits of learning organization
- Difference between traditional and learning organization
- How learning organization is an improvement over traditional organization
- Learning organization, an ideal organization
- How to create learning organization

6.Risk and Change management

15%

- Concept of risk and risk management
- Types of Risk
- Risk minimization and Transfer of risk
- Causes of risk
- Need for change
- Understanding of change
- Forces for change
- Aim of change management
- Managing change
- Key dimensions of change management
- Learning and process of change
- The behavioural and cognitive approach to change

7.Warehouse Management

15%

- Definition
- Benefits of warehouse management
- Process of warehouse management
- Five essentials of warehouse management
 - Inventory tracking
 - Picking and packing
 - Receiving and showing, shipping and reporting
 - Enable logistics growth
 - Packages are processed and shipped faster, better storage allocation
- Principles of warehouse management
 - Accuracy
 - Cost control
 - Efficiency
 - Cleanliness
 - Safety and security
- Types of warehouses
 - Public
 - Private

8. Logistics Management

15%

- Definition and components of logistics management
 - Demand planning
 - Storage and materials planning
 - Inventory management

- Transportation management
- Control
- Functions of management
 - Design
 - Order
 - Procurement
 - Reverse logistics
- Importance of logistics
 - Efficiency
 - Supply chain
 - Delivery
 - Quality

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. Significance of HR Audit. 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 & Terry Kirk Patrick (BTM Press-March-2007)
- ❖ Human resource management By C.B. Gupta published by Sultan Chand and sons
 - Difference between logistics and supply chain management