

B.Com. Part III [Revised]
Modern Management Practices
(Compulsory Paper)
Introduced from June 2009 Onwards

Section – I

1. Different Approaches to the study of Management-Behavioral Approach, Quantitative Approach, Decision theory Approach System Approach, Contingency Approach.
2. Contribution of Peter Drucker- Management By objective (M.B.O.), Management as a Practice and focus on objective setting, Justice and federalism.
Contribution of C.K.Pralhad – Core Competencies
3. Contribution of Michel Porter – Competitive Advantage- Cost-leadership, differentiation – and Focus.
4. Organizational Environment – Internal and External Environment, Environmental Analysis, Strengths, weaknesses, Opportunities and Threats (SWOT- Analysis), Applicability of SWOT to individual and organization

Section – II

5. Total Quality Management (TQM) – Concept of quality, Meaning of TQM, Elements of TQM, Contribution of Deming & Juran
6. Quality Standards –
 - Six Sigma – Meaning and Importance of six sigma, Levels of six sigma- steps in implementing six sigma
 - ISO-9000 – Meaning and Importance of ISO quality standards, 20 elements of ISO – 9000.

Benchmarking – Concept, Advantages and Limitations.

7. Time and Event Management – Meaning, Importance and Techniques of Time Management,
Concept and Importance of Event Management, Types of Events.

8. Social Responsibilities and Business Ethics – Concept of Social Responsibility Areas of Social Responsibility. Concept of Ethics, Ethical issues in business.

Reference Books –

1. Management – Stoner, Freeman, Gilbert, (Prentice Hall)
2. Management – Rickty W. Griffin.
3. Management Today – Gone Bulton and Manaf Thakur,
4. Managing Corporate Ethics – Agnilar F.
5. Practice of Management – Peter Drucker
6. Business Policy and Strategic Management – Azar Kazmi
7. Competitive Advantage – Porter, M.E.
8. Management Policy and Strategic Management Concepts Skills and Practices – R.M. Srivastava.
9. Total Quality Management – K. SHRIDHARA BHAT Himalaya Publishing House.
10. Strategic Management – Robert Pitts & David Lei Thompson- Indian Edition (4th Ed)

EQUIVALENCE IN ACCORDANCE WITH TITLES AND CONTENTS OF PAPERS- (FOR REVISED SYLLABUS)

Sr.No.	Title of Old Paper	Title of New Paper
1.	Modern Management Practices	Modern Management Practices

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