

M.Com. Part II
RECENT ADVANCES IN BUSINESS ADMINISTRATION

Semester IV

Subject Code: MCM 41603

Lectures: 60

Objectives:

- To acquaint the students with current trends in Business Administration
- To develop an understanding about tools and their application in the business
- To make students develop understanding of global perspectives

1: Organisational Change Management

10

- Concept, Features, Significance and Need for change
- Process of Organisational Transformation
- Communicating Change
- Implementing Change – Delta technique
- Organisational Learning and Learning Organisation
- Futuristic and strategic approach toward changing business environment

2: Approaches to Quality Management and Enterprise Resource Planning

14

- Quality Management
 - Concept
 - Statistical Process Control- Six Sigma, Terotechnology, Business Process Improvement
 - Quality Function Deployment (QFD)- Concept, Process and Benefits
 - Failure Mode Effect Analysis (FMEA)- Stages and Design
- E. R. P
 - Concept and features
 - Tools of E.R.P
 - Applying E. R. P. in business
 - Computers and E. R.P

3: Advances in Business Technology

10

- Web Conferencing
- Business Intelligence and Analytics
- Big Data
- Customer Self- service
- Content Management Systems
- Cloud-Computing

4: Contemporary Issues in Business Administration

14

- Turnaround Management
 - Concept and Significance of turnaround management
 - Techniques of turnaround management
 - Restructuring and Reengineering of business
- Innovation Management
 - Concept of innovation
 - Significances of Innovation
 - Key Steps in Innovation Management
- Enterprise Sustainability Management (ESM)
 - Concept
 - Challenges
 - Building ESM into Operational Excellence
- Industrial Energy Management
 - Definition and Need
 - Energy Audit Methodology
 - Organizational background desired for energy management

Assignments and Library Hours

12

Recommended Reference Books

1. Alexis Leon, ERP demystified, 2nd Edition Tata McGraw-Hill, 2008
2. Capchart Barney L., Turner and Kenedy, "Guide to Energy Management", Taylor & Francis 5th Edition, 2007
3. Clayton M. Christensen Michael E. Raynor, "The Innovator's Solution", Harvard Business School Press Boston, USA, 2003
4. Dale H.Besterfield, Carol Besterfield – Michna, Glen H. Besterfield, Mary Besterfield – Saere, Hermant – Urdhwareshe, Rashmi Urdhwareshe, Total Quality Management, Revised 3rd Edition, Pearson Education, 2011
5. Doty Steve Turner Wayne C., "Energy Management Handbook" The Fairmont Press Inc, 6th Edition, 2007

6. Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, 4th Edition, Wiley India Pvt Limited, 2008
7. Dr. Schaltegger Stefan, Herzig Christian, Kleiber Oliver, Muller Jan., "Sustainability Management in Business Enterprises", Published by The Federal Ministry for the Environment, Nature conservation and Nuclear Safety (BMU), 2002
8. Grag Vinod Kumar and Venkitakrishnan N.K., "ERP- Concepts and Practice", Prentice Hall of India, 2006
9. Hurr Floyd, "Rousing Creativity: Think New Now", Crisp Publications Inc. 1999
10. James R. Evans and William M. Lindsay, The Management and Control of Quality, 6th Edition, Thomson, 2005
11. Kotter John P., Cohen Dan S., "The Heart of Change: Real-Life Stories of How People Change Their Organizations", Harvard Business Review Press, 2012
12. Seth Dinesh, Rastogi Subhash C., "Global Management Solutions Demystified", 2nd Edition, CENGAGE Learning, 2009
13. Sharma Radha R, "Change Management and Organisational Transformation "Tata Mc Graw Hill education Pvt Ltd 2012
14. Tulder Rob Van, Tilburg Rob van, Francken Mara, Rosa Andrea da, " Managing the Transition to a Sustainable Enterprise" Routledge, 2014
15. Wheelen L. Thomas, Hoffman N Alan, Hunger David J., Bamford E.Charles, "Strategic Management and Business Policy: Globalization, Innovation and Sustainability", Pearson Education