



**Recent Advances in Business Administration**  
**Recent Advances in Business Administration**  
**(Elective Course)**

<b>Semester: IV</b>	<b>Credits: 4</b>	<b>Subject Code: MCM42003</b>	<b>Lectures: 48</b>
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**Course Outcomes:**

At the end of this course, the learner will be able to:

- Infer the complexity and dynamics of change in organizations
- Relate to the critical tactics required to lead change and apply them in future work
- Infer the requirements to develop an effective change management plan
- Analyse and evaluate the effectiveness of a change intervention after implementation
- Examine and discuss the importance of quality in meeting customer expectations in product design, service, flexibility and variety, innovation and rapid response
- Appreciate the application of quality improvement tools and techniques by examining the philosophy and approaches to continuous improvement
- Relate to the contemporary advances in business technology
- Explain the role of innovation in creating better products, services, or processes
- Relate to sustainability practices and its impact on maximising value over the long run with leaders who are innovative and who manage interactions across the economic, social and environmental context

<b>Unit 1: Organisational Change Management</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Concept, Features, Significance and Need for change</li> <li>• Process of Organisational Transformation</li> <li>• Organisational Learning and Learning Organisation</li> <li>• Digitalisation as a change agent for businesses</li> <li>• The Breakthrough of Artificial Intelligence in Organisational Development</li> <li>• Lean Thinking – Concept and Principles</li> <li>• Futuristic and strategic approach toward changing business environment</li> </ul>	

<b>Unit 2: Approaches to Quality Management and Enterprise Resource Planning</b>	<b>14</b>
<ul style="list-style-type: none"> <li>• Quality Management <ul style="list-style-type: none"> <li>○ Concept</li> <li>○ Statistical Process Control- Six Sigma, Terotechnology, Business Process Improvement</li> <li>○ Quality Function Deployment (QFD)- Concept, Process and Benefits</li> <li>○ Project based Approach to Quality</li> </ul> </li> </ul>	

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<ul style="list-style-type: none"> <li>• E. R. P           <ul style="list-style-type: none"> <li>○ Concept and features</li> <li>○ Tools of E.R.P</li> <li>○ Applying E. R. P. in business</li> <li>○ Internet of Things</li> <li>○ Mobile Working Environment</li> </ul> </li> </ul>	
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<b>Unit 3: Advances in Business Technology</b>	<b>8</b>
<ul style="list-style-type: none"> <li>• Web Conferencing</li> <li>• Business Intelligence and Analytics</li> <li>• Big Data</li> <li>• Content Management Systems</li> <li>• Cloud-Computing</li> </ul>	

<b>Unit 4: Contemporary Issues in Business Administration</b>	<b>14</b>
<ul style="list-style-type: none"> <li>• Turnaround Management           <ul style="list-style-type: none"> <li>○ Concept and Significance of turnaround management</li> <li>○ Framework of Turnaround Management</li> <li>○ Restructuring and Reengineering of business: Concept, Performance Measurement Framework</li> </ul> </li> <li>• Innovation Management           <ul style="list-style-type: none"> <li>○ Concept of innovation</li> <li>○ Key Steps in Innovation Management</li> <li>○ Moonshot Thinking and Quantum Innovation</li> </ul> </li> <li>• Enterprise Sustainability Management (ESM)           <ul style="list-style-type: none"> <li>○ Concept</li> <li>○ Challenges</li> <li>○ Building ESM into Operational Excellence</li> </ul> </li> <li>• Industrial Energy Management           <ul style="list-style-type: none"> <li>○ Definition and Need</li> <li>○ Energy Audit Methodology</li> <li>○ Organizational background desired for energy management</li> </ul> </li> </ul>	

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

**Recommended Reference Books:**

- Alexis Leon. *ERP demystified*. Tata McGraw-Hill: New Delhi; 2008.
- Capehart Barney L., Turner and Kenedy. *Guide to Energy Management*. Taylor & Francis Group: London; 2007.
- Dale H. Besterfield, Carol Besterfield – Michna, Glen H. Besterfield, Mary

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Besterfield – Sacre, Hermant – Urdhwareshe, Rashmi Urdhwareshe. *Total Quality Management*. Pearson Education: 2011.

- Doty Steve Turner Wayne C. *Energy Management Handbook*. The Fairmont Press Inc.: 2007.
- Douglas C. Montgomery. *Introduction to Statistical Quality Control*. Wiley India Pvt. Limited: USA; 2008.
- Dr. Schmalleger Stefan, Herzig Christian, Kleber Oliver, Muller Jan. *Sustainability Management in Business Enterprises*. Published by The Federal Ministry for the Environment, Nature conservation and Nuclear Safety (BMU): 2002.
- Greg Vinod Kumar and Venkitakrishnan N.K. *ERP- Concepts and Practice*. Prentice Hall of India: New Delhi; 2006.
- Kotter John P., Cohen Dan S. *The Heart of Change: Real-Life Stories of How People Change Their Organizations*. Harvard Business Review Press: USA; 2012.
- Liebowitz Jay Ed. *Big Data and Business Analytics*. CRC Press: 2019, Boca Raton.
- Seth Dinesh, Rastogi Subhash C. *Global Management Solutions Demystified*. CENGAGE Learning: Noida; 2009.
- Sharma Radha R. *Change Management and Organisational Transformation*. Tata Mc Graw Hill Education Pvt Ltd.: New Delhi; 2012.
- Tulder Rob Van, Tilburg Rob van, Francken Mara, Rosa Andrea da. *Managing the Transition to a Sustainable Enterprise*. Routledge: London; 2014.
- Wheelen L Thomas, Hoffman N Alan, Hunger David J., Bamford E. Charles. *Strategic Management and Business Policy: Globalization, Innovation and Sustainability*. Pearson Education: 2018.

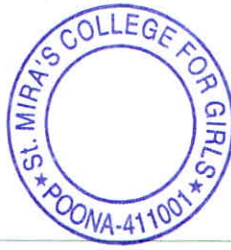
#### Journals:

- Ahmed, F.; Qin, Y.J.; Martínez, L. *Sustainable Change Management through Employee Readiness: Decision Support System Adoption in Technology-Intensive British E-Businesses*. *Sustainability* **2019**, *11*, 2998
- Khan, Firdaus, *Google Moonshots - a Bridge Across Forever*, (2013). *Managing Business in Turbulent Times - A Case study Approach*
- Raina, B., Chanda, P., Mehta, D. P., & Maheshwari, S. K. (2003). *Organizational Decline and Turnaround Management*. *Vialba*, 28(4), 83–92.

#### Websites:

- <http://www.academia.edu/download/58375610/15bf8ca10093efdacab8a0484312c8e72067.pdf>
- <https://doi.org/10.1177/0256090920030408>
- [http://www.academia.edu/download/63731891/Roy\\_PIJ\\_May\\_June\\_2020\\_Moonshot\\_Thinking.pdf](http://www.academia.edu/download/63731891/Roy_PIJ_May_June_2020_Moonshot_Thinking.pdf)
- <https://www.qmarkets.net/blog/5-corporate-innovation-trends-of-2019-set-to-disrupt-the->

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business-landscape-in-2020/

- <https://ssrn.com/abstract=2797867>

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