



**JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE
&
J.T.LALVANI COLLEGE OF COMMERCE
(AUTONOMOUS)**

"A" Road, Churchgate, Mumbai - 400 020, India.

**Affiliated to
University of Mumbai**

Program : T.Y.B.A

Proposed Course :Commerce

**Credit Based Semester and Grading System (CBCS) with
effect from the academic year 2018-19**

Semester VI			
Course Code	Course Title	Credits	Lectures /Week
ACOM601	Contemporary Management: Concepts & Practices.	5	4

Semester VI			
Course Code	Course Title	Credits	Lectures /Week
ACOM602	Human Resource Management	5	4

Semester VI			
Course Code	Course Title	Credits	Lectures /Week
ACOM603	Export Management	4.5	3

Semester VI – Theory

Course: ACOM601	Course Title: Contemporary Management- Concepts & Practices (Credits : 5 Lectures/Week: 4)	
	<p>Objectives: 1. to provide basic conceptual and applicative knowledge about management 2. to develop the student's employability and interpersonal skills 3. to provide thought clarity, articulation & improved communication skills</p> <p>Outcomes: Unique methodology of teaching and learning will provide the students basic conceptual and applicable knowledge and an excellent opportunity to develop industry level skill set</p>	
Unit I	<p>Introduction to Strategic Management</p> <ul style="list-style-type: none"> • Strategy-Meaning, Definition Strategic Management- Meaning, Definition, Importance, • Strategic management Process • Levels of Strategy and Concept and importance of Strategic Business Units (SBU's). 	Lectures 15
Unit II	<p>Strategy Formulation</p> <ul style="list-style-type: none"> • Environment Analysis and Scanning (SWOT) • Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization) • Business Level Strategy (Cost Leadership, Differentiation, Focus) • Functional Level Strategy (R&D, HR, Finance, Marketing, Production). • Strategy Implementation & control 	Lectures 15
Unit III	<p>Knowledge Management</p> <ul style="list-style-type: none"> • Meaning, Benefits, Tools • Knowledge management & culture- Organizational knowledge sharing barriers, Model for implementation of Knowledge management • Shifts in Knowledge management • Why should an individual share knowledge & how organisational culture can help to mitigate individual fears. • Problems Indian Organisations face with respect to knowledge Management • Knowledge Management-The Indian Experience- Case analysis of Infosys, Tata Steel • Contribution of HR managers to Knowledge management. 	Lectures 15
Unit IV	<p>Emerging challenges in Management</p> <ul style="list-style-type: none"> • IQ, EQ, SQ • Stress Management- Meaning, Sources, effects, strategies • Organisational Culture- Cultural dimensions, creating & maintaining organisational culture • Time Management • Conflict Management • Change Management • Total Quality Management. 	Lectures 15

Textbook & References

- Kazmi Azhar, (2008), Business Policy & Strategic Management, Tata McGraw Hill
- P.K. Ghosh : Business Policy , Strategy , Planning and Management
- Elias M. Awad, Hassan M. Ghaziri, (2004), Prentice Hall

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Semester End Examination (SEE)- 100 Marks



Semester VI – Theory

Course: ACOM602	Course Title: Human Resource Management (Credits : 5 Lectures/Week:4)	
	Objectives: 1 Understanding practical methods and technical learning of HRM 2 To develop employability skills Outcomes: Unique methodology of teaching and learning will provide the students basic conceptual and applicable knowledge and an excellent opportunity to develop industry level skill set	
Unit I	Module 1: Human Relations Management <ul style="list-style-type: none"> • Human Relations: Meaning, Features, Importance, Fundamental concepts, Measures for Improvement • Human Needs; Meaning, Concept, Changing human needs, Need satisfaction process, Behavioural effect of needs, managers role • Employee morale :meaning, characteristics, Factors, Effect of high morale, Measures of Improvement 	14 lectures
Unit II	Module 2: Human Behaviour <ul style="list-style-type: none"> • Motivation: Meaning, Features, factors, Importance, theories(Maslow, Herzberg, McGregor) • Leadership: Meaning, Styles, Theories, Selection of Leadership style • Group Dynamics: Meaning, Characteristics, Types of Groups, Objectives of group formation, process of group formation. 	11 lectures
Unit III	Module 3: Human Relations <ul style="list-style-type: none"> • Industrial Relations: Meaning, Importance, Disputes,Causes, Effects, settlement procedure, Grievance: Meaning Features, causes, Redressal procedure. • Employee safety: Meaning, Importance, Accidents, Causes, effect, Safety Measures. 	10 lectures
Unit IV	Module 4: Current Issues <ul style="list-style-type: none"> • Human Resource Research: Meaning, Objectives • Human Resource Audit, Meaning ,Scope • Human Resource Accounting: Meaning , Objectives, Limitations • Employee participation: meaning, Modes of Participation • Career Planning & management. • Exit Policy: Retrenchment, Voluntary Retirement Scheme • Women at workplace; Coping with Gender Bias and Sexual Harassment 	10 lectures
Textbook & References: <ul style="list-style-type: none"> • Bernardin, John H, 2004, Human Resource Management, Tata McGraw Hill, New Delhi • Aswathappa. K, 2017, Human Resource Management, 8th Edition, Tata McGraw Hill, New Delhi 		

Evaluation Scheme

[A] Evaluation scheme for Theory courses

II. Semester End Examination (SEE)- 100 Marks



Semester VI – Theory

Course: ACOM603	Course Title: Export Management(Credits : 4.5 Lectures/Week: 3)
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	<p>Objectives: 1. to provide basic conceptual and applicative knowledge about exports and imports. 2. Awareness of cross-country transactional processes. 3. to develop the student's employability and interpersonal skills</p> <p>Outcomes: Unique methodology of teaching and learning will provide the students basic conceptual and applicable knowledge and an excellent opportunity to develop industry level skill set</p>	
Unit I	<p>Module 1: Significance of exports</p> <ul style="list-style-type: none"> Export Management as a Profession-Coordination and staffing, Marketing in foreign countries, Regulation/control of foreign trade, Tariffs, Quotes and other trade barriers, Product design strategy/Product Development Process, Product Positioning, Meaning and steps, branding, Definition, Significance, Decision for Market and Brand Piracy, Bajaj-case study 	11 lectures
Unit II	<p>Module 2: Tapping Foreign Markets</p> <ul style="list-style-type: none"> Trade Delegation, Exhibition, Trade authority of India, Export through Festivals, Participation in Trade fairs, Methods of Exporting in foreign markets, Export of services. 	12 lectures
Unit III	<p>Module 3: Export Finance & Export Risk Insurance</p> <ul style="list-style-type: none"> Methods of payment, Features of pre-shipment, Packing credit, post shipment finance, Procedure of export finance, Role of financial institutions-commercial banks, Exim Bank and SIDBI Risks in export marketing, marine insurance procedure, Role of ECGC 	10 lectures
Unit IV	<p>Module 4: Export documents</p> <ul style="list-style-type: none"> Main document used in export trade-commercial invoice, shipping bill, certificate of origin, consular invoice, mate's receipt, bill of lading, GR form, Bill of exchange 	12 lectures
<p>Textbook & References:</p> <ul style="list-style-type: none"> P.K. Khurana, Export Management, Galgotia Publishing Co, New Delhi P.K. Vasudeva, International Marketing-, Excel Books, fourth edition, New Delhi Paras Ram, Export documentation and procedure A-Z Subhash C. Jain, International Marketing, South-Western, 6th Edition, 2001 T.A.S. Balagopal, Export Management, Himalaya Publishing House, Mumbai, 2014 Michael R. Czinkota and Iikka A. Ronkainen, International Marketing, South-Western, 10th Edition, 2012 		

Evaluation Scheme

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III. Semester End Examination (SEE)- 100 Marks

