

Revised syllabus (2019Pattern) M. Com. Degree course (CBCS) Syllabus for

M.Com Part II Semester – IV

Special Elective Subject - Group F (Business Administration)

Subject Name: - Recent Advances in Business Administration

Course code: - 213-II

- Objectives:**
1. To familiarize the students with the recent advancements in business administration
 2. To develop an understanding about tools and their application in the business.
 3. To understand the basic concepts of Change Management and their approaches.
 4. To impart adequate knowledge and analytical of cross cultural Management.
 5. To impart the basic concept and strategies of customer centric Management..
 6. To expose the students to the concept, Innovation Management

Unit No.	Unit Title	Contents	Purpose skills to be developed
1	Contemporary Issues in Business Administration	1.1 Change management – Concept, Significance. Managing change-Important feature 1.2 Principals change Management 1.3 Dimensions Approaches towards managing change 1.4 Futuristic and strategic approach toward changing business environment	<ul style="list-style-type: none">▪ To understand the concept of change management and get the knowledge about the approaches management change and Important feature,,▪ To know the various dimensions Approaches towards managing change.▪ To get the futuristic and Strategic approaches due technology

2	Customer Centric Approach	<p>2.1 Customer centric approach – meaning definition, strategies, internal and external customers, full 360 view of the customer.</p> <p>2.2 The challenges of becoming a customer- centric company</p> <p>2.3 Best practices to becoming a customer-centric company</p> <p>2.4 Ways to measure the success of a customer-centric company</p>	<ul style="list-style-type: none"> ▪ Get well acquainted with the concept strategies internal and external customers in customer centric approach ▪ To analyses the challenges before customer centric organization ▪ To know the best practices and way to measure the success of customer centric company
3	Cross- Cultural Management System	<p>3.1 Global management system- Concept, &Significance.</p> <p>3.2 Issues in cross cultural management.</p> <p>3.3Acquisition & mergers- Role & importance</p> <p>3.4 Current Trends in acquisitions & mergers on national & international scenario</p>	<ul style="list-style-type: none"> ▪ To understand the concept and significance of Global Management. ▪ To Know the cross cultural Management issues. ▪ To able to aquatint the role, importance and current trends in merger
4	Turn Around and Innovation Management	<p>4.1Turn around Management - Concept & Significance, Techniques prerequisite for success.</p> <p>4.2 Restructuring & Reengineering of business - Concept of innovation, Advantages and Significances of Innovation</p> <p>4.3 Key Steps in Innovation Management</p> <p>4.4 Role of Government and Private Institutions in</p>	<ul style="list-style-type: none"> ▪ To know the concept and significance and techniques/ ▪ To able to know the prerequisite for success. ▪ To get knowledge about the concept and significance of Restructuring and

		promoting innovation	<p>Reengineering of Business.</p> <ul style="list-style-type: none"> ▪ To know the steps on innovation management. And also the role of various institution for promoting.
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