**Paper III: Management Thought & Contemporary Management Theory**

**Credit Unit: 3**

**School: Royal School of Business**

|  |  |
| --- | --- |
| Subject Code: | Course Level: 100 |
| Credit Unit: L-T-P-C=3-0-0-3 | Scheme of Evaluation: (T) |

**Course Objective:** The course shall help the students to explore areas of interest and develop the foundation for research skills and identify and apply appropriate research methodology in the respective field.

After the completion of the course, the students will be able to:

|  |  |  |
| --- | --- | --- |
| **Sl. No.** | **Course outcome** | **Bloom’s Taxonomy Level** |
| CO1 | **Define** the contemporary management thought and concepts related to Finance/Human Resource/Marketing | BT-I |
| CO2 | **Understand** the dynamics of management principles and practices across various functional areas | BT-II |
| CO3 | **Apply** the theories and models in the respective area of specialization | BT- III |
| CO4 | **Analyze** the data to achieve the possible outcomes | BT- IV |
| CO5 | **Evaluate** the outcomes to provide solutions in the respective area of specialization | BT- V |
| CO6 | **Develop** a working model/framework in the respective area of specialization | BT- VI |

|  |  |  |
| --- | --- | --- |
| **Modules** | **Topics/Course Content** | **Periods** |
| **I** | Evolution of Management- Organizational Structure/forms- Managerial Roles, Skills & Competencies- Classical, Neo classical, Modern and Contingency Theories Principles of Management | 10 |
| **II** | Organizational Communication, MBO, TQM, technology Management, Innovational Creativity, Change Management, Knowledge Management, Mc Kinsey 7S Framework, Contributions of C.K. Prahlad, Michael Porter, & Peter Drucker- Organizational ethics & Values | 10 |
|  | **References:**   * Robbins, S.P., Judge, T.A. & Vohra, N (2018). *Organizational Behaviour.* 18thEdition, New Delhi: Pearson Education Inc. * Koontz, H. & Weihrich, H. (2009). *Essentials of Management-An International Perspective*. 8th Edition. New Delhi: Tata McGraw Hill Education Pvt Ltd. |  |
|  | The scholar will have to choose one specialization among the three mentioned below. |  |
| **A** | **Financial Management** |  |
| **III** | Financial management & Policy: Capital Budgeting, Corporate Structure, Dividend Policy on Corporate strategy, Shareholder Value Creation, Security Valuation Principles | 10 |
| **IV** | Stock Market Regulations in India: Stock Exchanges in India- Listing of scripts- Trading- Risk management- Regulations of Indian Capital market- Stock indices- Corporate Restructuring- Mergers & Acquisitions- Business Valuation: Concepts & Methods | 10 |
|  | **References:**   * Maheshwari, S.N. & Maheshwari, S.K. (Latest Edition). *Financial Accounting.* 4th Edition. Noida: Vikas Publishing House. * Jain, S.P. & Narang, K.L (Latest Edition). *Fundamentals of Corporate Accounting.* New Delhi: Kalyani Publishers. |  |
| **B** | **Human Resource Management** |  |
| **V** | Introduction to HRM, Evolution of HRM into HRD, Overview of HRM functions in an organization- HR Planning, Employee Acquisition Strategies and processes, Career development- Training- Training wheel and Measuring Training Effectiveness- Performance Appraisal- Employee Compensation | 10 |
| **VI** | Initiation and maintenance of Organizational Culture, Change & Development- Challenges in maintaining a motivated workforce-Employee Engagement and Involvement, Employee Stress & Burn out- Quality of work life balance, Job Satisfaction, Organizational Effectiveness- Modern HRD Practices- HRIS- HR Audit. | 10 |
|  | **References:**   * Aswathappa, K. (2023). *Human Resource Management-Text and Cases.* 10th Edition. New Delhi: Tata McGraw Hill Education Pvt Ltd. * Dessler, G. & Varkkey, B. (2008). *Human Resource Management*. 11th Edition. New Delhi: Pearson Education Inc. |  |
| **C** | **Marketing Management:** |  |
| **VII** | Evolution of Marketing- Marketing Concepts- Marketing Environment- Marketing Information System-Segmentation Targeting and Positioning- Marketing Mix: 4 Ps- Services Marketing | 10 |
| **VIII** | Marketing Research- Types, Process, Methods and Applications, Emerging Trends in Marketing | 10 |
|  | **References:**   * Kotler, P. & Keller, K.L. (2021). *Marketing Management*. 16th Ed., Pearson Publication * Saxena, R. (2019). *Marketing Management*. 6th Ed., McGraw Hill Publication |  |