

SEMCOM

COURSE PLAN FOR ACADEMIC YEAR 2014-15 (Even Semester)

FACULTY: Dr. Ajayraj Vyas

CLASS: T.Y.B.B.A. (6th Semester)

SUBJECT: Operations Management

Chapter No.	Title / Name	Sessions required	Weightage
1	Work Design Meaning and concept of work design – Techniques of work study – Method study: meaning, objective, basic procedure, Charts & Diagrams (Man-machine chart with examples, Flow process chart and String diagram) – Time study: Meaning, objectives and basic procedure – Tools of time study – Computation of standard time (Examples)	15	25%
2	Operation/Production Planning and Control Production Planning: Meaning, objectives, planning procedure, Routing, scheduling, dispatching and follow up – Production control: Meaning, objectives and importance of production control – Examples on Critical Path Method (CPM)	15	25%
3	Fundamentals of Operations Management Meaning, scope and importance of operations management – Role and responsibility of operations managers in modern business environment.	06	10%

CLASS: T.Y.B.B.A. (6th Semester)

SUBJECT: Advance Human Resource Management - II

Chapter No.	Title / Name	Sessions required	Weightage
2	Conflicts Management Concept, Stages of conflict episode, positive and negative aspects of conflict, Conflict management.	8	25%
3	Organizational Cultures Concept, Characteristics, Types, Functions, steps for developing a sound organizational culture.	8	25%
4	Organizational Development Concept, Nature, Process, Types of OD interventions, future trends of OD interventions	8	25%

CLASS: T.Y.B.B.A. (6th Semester)

SUBJECT: Advance Marketing Management - II

Chapter No.	Title / Name	Sessions required	Weightage
2	<u>SALES FORCE MANAGEMENT:</u> Designing the sales force Structure, Various approaches to decide about the Sales force structure and size, Compensation plans for sales people, Budgetary and non-budgetary methods for the control of Sales force, Allocation of Sales territories to salespeople and fixing of sales quotas, Appraisal of performance of salespersons.	15	25%

CLASS: S.Y.B.B.A. (4th Semester)

SUBJECT: Human Resource Management - II

Chapter No.	Title / Name	Sessions required	Weightage
2	Industrial Relations and Industrial Disputes Industrial Relations: Concept, Objectives, Parties, Importance and Approaches Industrial Dispute: Definition, Forms, Causes and Preventive Machinery (Settlement Authorities)	08	25%
3	Collective Bargaining: Meaning, Strategies, and Process	04	10%