

NORTH MAHARASHTRA UNIVERSITY, JALGAON

Faculty of Commerce & Management

T Y B Com Semester VI
Modern Management Technique-II
Syllabus

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Chapter-I Techniques of Modern Management

- * Needs of Techniques in Modern Management
- * Role of Techniques in Industry & Economy
- * Impact of Techniques on Development and Growth ratio of business
- * Types of Techniques used in Modern Management

Chapter-II Modern Management Technique Skills & Knowledge

- * Knowledge & Skills required for modern techniques
- * e-governance through modern management technique
- * Knowledge management and knowledge enhancement techniques

Chapter-III Modern Management Techniques in Functional Areas-I

- * Finance: Foreign Direct Investment (FDI), Foreign Institutional Investment (FII), Merger Valuation and Internal Rate of Return (IRR)
- * Marketing & Sales: Matrix Management & Supply Chain Logistics

Chapter: IV Modern Management Techniques in Functional Areas-II

- * HRM & HRD: Down sizing, Talent Management
- * Training, Evaluation, Participation,
- * Quality Circles, Melons Theory

Chapter-V Production, Operation & Services

- * Statistical tools in Production & Operation, CPM
- * Cervical Model
- * Value of Added P's in Modern Management

Chapter-VI Challenges before Corporate Sector

- * Challenges & Problems of Globalization
- * Challenges of Diversity & Multiculturalism
- * Challenges of Innovations
- * Challenges of e-commerce



THANK YOU