
Title: Emerging Concepts in Management
Credit Hours: 3

Code: MGMT 511
Year /Semester: I/I

48 Hours

Course Objectives:

This course enriches and enlarges the conceptual knowledge about the emerging context and issues in management. It helps to extend the understanding about the different dimensions of account, finance, marketing, and production in the emerging scenarios of business management.

Unit 1 Change Management

8 Hours

Understanding the Nature, Importance, Forces, Types of Change; Area of Change, Resistance to Change, Managing Resistant to Changes, Lewin's Three Steps Change Model, Kotter's Eight Step Model of Change

Unit 2 Introduction & Managerial Aspects of Innovation Function

10 Hours

Introduction, Components of Innovation, Types of Innovations, Key drivers of Innovation, Factors influencing Innovation, Organizing for Innovation, Characteristics of Creative Organization, Developing Innovation Strategy, Factors influencing organizational design (Mechanistic and Organic Organizational Design)

Unit 3 Technology Management

10 Hours

Introduction to Technology Management, Technology Life Cycles, Technology Acquisition and Absorption; Technology Exports / Joint venture Abroad, Technological Intelligence and Forecasting

Unit 4 Principles and Design for Six Sigma

12 Hours

Kaizen, Total Productive Maintenance(TPM), Meaning, Seven Magnificent Quality Tools, Application, Poka-Yoke, Six Sigma, The Statistical basis of Six Sigma, Project Selection for Six Sigma, Six Sigma in Services and Small Organizations

Unit 5 Advance Management Concepts

8 Hours

Marketing Management; Guerrilla Marketing, Affiliate Marketing, Viral Marketing, Niche Marketing, Cross Selling, Mass Customization

Organizational Structure; Learning Organization, Matrix Organization, Virtual Organization

Finance and Operations; Activity Based Costing, Economic Value Added, Micro Financing.

Production and Operation; Just in Time (JIT), Lean Production

Reference Books:

1. Afuah, A., *Innovation Management*, (2nd ed.), Oxford University Press
2. Conway, S., Steward, F.,(2013), *Managing and Shaping Innovation*, Oxford University Press
3. Hossein Bidgoli (2010). *The Handbook of Technology Management* (3 Volume Set), Wiley
4. Larisa V. Shavinina (2003), *The International Handbook of Innovation*, First Edition, Elsevier Science, Permagon
5. Narayanan, V K. (2001). *Managing Technology and Innovation for Competitive Advantage*, Pearson Education