

**M2 – ENTERPRISE MANAGEMENT**
**MANAGERIAL LEVEL-1**
**INTRODUCTION**

This course consists of operations management, human capital management, marketing management and enterprise management. This will help the students to identify, correlate and apply these concepts to other core subjects of Professional stages for decision-making and strategic management.

**OBJECTIVE**

This course enables the students to:

- Understand the different methods and techniques used in operation management.
- Understand the different approaches of human resource management
- Comprehend human resources practices used in organizations
- Understand the various marketing and business strategies
- Understand the concept of enterprise management

**LEARNING OUTCOMES**

On completion of this course, students will be able to:

- Understand the operations management
- Learn the market regulation and perform production planning, control, productivity and Efficiency Evaluation;
- Perform adequate quality management procedures by applying different approaches
- Learn how HR theories and activities can contribute to the success of the organization
- Perform the HR activities associated with developing the ability of employees, motivation of employees and improving the opportunities for employees to contribute to the firm;
- Elucidate the terms marketing concept, marketing environment, marketing and corporate strategy;
- Prepare marketing action plans and apply within each area of the marketing mix
- Realize the role of branding;
- Comprehend corporate social responsibility and social marketing.
- Learn control and performance measurement;
- Execute budgetary control and balance scorecard

**INDICATIVE GRID**

PART	SYLLABUS CONTENT AREA	WEIGHTAGE
	<b>ENTERPRISE AND OPERATIONS MANAGEMENT</b>	
A	1. Enterprise Management 2. Operations management and its importance for Management Accounting 3. Production Techniques 4. Plant maintenance 5. Production planning and control 6. Productivity and Efficiency Evaluation 7. Quality management	35%
B	<b>HUMAN CAPITAL MANAGEMENT</b> 8. Human Resource Management 9. Human Resource Practices	20%
C	<b>MARKETING MANAGEMENT</b> 10. Marketing and business strategy 11. Marketing plans, branding and communications 12. Developments in marketing	25%
D	<b>PERFORMANCE MANAGEMENT</b> 13. Enterprise performance management 14. Performance measurement tools	20%
	<b>TOTAL</b>	<b>100%</b>

**Note:** The weightage shown against each section indicates, study time required for the topics in that section. This weightage does not necessarily specify the number of marks to be allocated to that section in the examination.

**DETAILED CONTENTS**
**PART - A**
**OPERATIONS MANAGEMENT**
**1. Enterprise Management**

- Understanding the nature of Enterprise management
- The challenges facing businesses in 21st century, including the impact of legal, ethical, political, social, economic, international and technological issues
- Evaluate alternative approaches to Enterprise management;

**2. Operations management, and its importance for Management Accounting**

- Definition
- Mintzberg 's Effective Organization

- Strategic Importance

**3. Production Techniques**

- Job Method
- Batch Method
- Process /Flow Method

**4. Plant Maintenance**

- Plant Maintenance Process

**5. Production Planning and Control**

- Material Requirements Planning (MRP)
- Manufacturing Resource Planning II (MRP II)
- Enterprise Resource Planning (ERP)
- Optimized Production Technology (OPT)

- Understating of production as a process of converting or transforming resources in to Products.

#### 6. Productivity and Efficiency Evaluation

- Methods of Managing Operational Capacity

#### 7. Quality Management

- Understanding the concept of 'Quality' and 'Quality Management'
- The Scope of Quality Management
- Quality Management Approaches
- Total Quality Management (TQM)
- Managing Quality using TQM
- Continuous Improvement (Kaizen)
- Lean Production
- Total Productive Maintenance (TPM)
- The TQMEX Model
- Service Quality Approaches
- International Organization for Standardization (ISO)

### PART - B

#### HUMAN RESOURCE MANAGEMENT

#### 8. Human Resource Management

- Human Resource (HR), Human Capital and Human Resource Management (HRM)
- Human Resource Management Theories
- Employee Motivation: Remuneration
- Employee Motivation: Other Factors
- HR Management in Different Types of Organization (Working Arrangements)
- HRM Process including 'HR Plan', 'Recruitment', 'Selection & Placement', 'HR Performance Appraisal', 'Pay and Perks', 'Training & Development', 'Decruitment' etc.
- Code of Conduct and Ethical Behavior

#### 9. Human Resource Practices

- Reliable HR Practices
- Human Resource Development (HRD) and HRD Approaches / Techniques

### PART - C

#### MARKETING MANAGEMENT

#### 10. Marketing, and Business Strategy

- Market, Marketing and Marketing Management
- Marketing Philosophies
- The Marketing Environment
- Marketing, and Corporate Strategy
- Marketing Strategy

#### 11. Marketing Plans, Branding and Communications

- Marketing Action Plans
- Branding
- Marketing Communications

#### 12. Developments in Marketing

- Consumer Behaviour
- Marketing for Not-for-Profit Organizations
- Internal Marketing
- Corporate Social Responsibility, and Social Marketing

### PART - D

#### PERFORMANCE MANAGEMENT

#### 13. Enterprise performance management

- Control and performance measurement
- Key Performance Indicators (KPIs)
- Strategic control and critical success factors (CSFs)
- Critical Success Factors (CSFs) VS Key Performance Indicators (KPIs)
- Budgetary control systems

#### 14. Performance measurement tools:

- Performance measures: financial and non-financial
- The balanced scorecard
- Developing a performance measurement system
- Other multidimensional measures of performance
- Performance: service departments and firms