

MANAGERIAL LEVEL-1
M2 – ENTERPRISE MANAGEMENT
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 tools 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
A	ENTERPRISE AND OPERATIONS MANAGEMENT	35%
	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	
B	HUMAN CAPITAL MANAGEMENT	20%
	8. Human Resource Management	
	9. Human Resource Practices	
C	MARKETING MANAGEMENT	25%
	10. Marketing and business strategy	
	11. Marketing plans, branding and communications	
D	PERFORMANCE MANAGEMENT	20%
	12. Developments in marketing	
	13. Enterprise performance management	
	14. Performance measurement tools	
TOTAL		100%

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 (MRPII)
- 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

Recommended Books:

Core Readings		
Title	Author	Publisher
Management	James A.F. Stoner / Edward Freeman / Daniel Gilbert, Jr	Prentice Hall / Pearson / Financial Times
Management	Stephen P. Robins and Mary Coulter	Prentice Hall / Pearson / Financial Times
Management	Ricky W. Griffin	South-Western College Pub
Principles of Marketing 8th Edition	Philip Kotler and Gary Armstrong	Prentice Hall / Pearson / Financial Times