



Recent Advances in Business Administration
Recent Advances in Business Administration
(Elective Course)

Semester: IV	Credits: 4	Subject Code: MCM42003	Lectures: 48
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Course Outcomes:

At the end of this course, the learner will be able to:

- Infer the complexity and dynamics of change in organizations
- Relate to the critical tactics required to lead change and apply them in future work
- Infer the requirements to develop an effective change management plan
- Analyse and evaluate the effectiveness of a change intervention after implementation
- Examine and discuss the importance of quality in meeting customer expectations in product design, service, flexibility and variety, innovation and rapid response
- Appreciate the application of quality improvement tools and techniques by examining the philosophy and approaches to continuous improvement
- Relate to the contemporary advances in business technology
- Explain the role of innovation in creating better products, services, or processes
- Relate to sustainability practices and its impact on maximising value over the long run with leaders who are innovative and who manage interactions across the economic, social and environmental context

Unit 1: Organisational Change Management	12
<ul style="list-style-type: none">• Concept, Features, Significance and Need for change• Process of Organisational Transformation• Organisational Learning and Learning Organisation• Digitalisation as a change agent for businesses• The Breakthrough of Artificial Intelligence in Organisational Development• Lean Thinking – Concept and Principles• Futuristic and strategic approach toward changing business environment	

Unit 2: Approaches to Quality Management and Enterprise Resource Planning	14
<ul style="list-style-type: none">• Quality Management<ul style="list-style-type: none">○ Concept○ Statistical Process Control- Six Sigma, Terotechnology, Business Process Improvement○ Quality Function Deployment (QFD)- Concept, Process and Benefits○ Project based Approach to Quality	

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<ul style="list-style-type: none"> • E. R. P <ul style="list-style-type: none"> ○ Concept and features ○ Tools of E.R.P ○ Applying E. R. P. in business ○ Internet of Things ○ Mobile Working Environment 	
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Unit 3: Advances in Business Technology	8
<ul style="list-style-type: none"> • Web Conferencing • Business Intelligence and Analytics • Big Data • Content Management Systems • Cloud-Computing 	

Unit 4: Contemporary Issues in Business Administration	14
<ul style="list-style-type: none"> • Turnaround Management <ul style="list-style-type: none"> ○ Concept and Significance of turnaround management ○ Framework of Turnaround Management ○ Restructuring and Reengineering of business: Concept, Performance Measurement Framework • Innovation Management <ul style="list-style-type: none"> ○ Concept of innovation ○ Key Steps in Innovation Management ○ Moonshot Thinking and Quantum Innovation • Enterprise Sustainability Management (ESM) <ul style="list-style-type: none"> ○ Concept ○ Challenges ○ Building ESM into Operational Excellence • Industrial Energy Management <ul style="list-style-type: none"> ○ Definition and Need ○ Energy Audit Methodology ○ Organizational background desired for energy management 	

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

Recommended Reference Books:

- Alexis Leon. *ERP demystified*. Tata McGraw-Hill: New Delhi; 2008.
- Capehart Barney L., Turner and Kenedy. *Guide to Energy Management*. Taylor & Francis Group: London; 2007.
- Dale H. Besterfield, Carol Besterfield – Michna, Glen H. Besterfield, Mary

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Besterfield – Sacre, Hermant – Urdhwareshe, Rashmi Urdhwareshe. *Total Quality Management*. Pearson Education: 2011.

- Doty Steve Turner Wayne C. *Energy Management Handbook*. The Fairmont Press Inc.: 2007.
- Douglas C. Montgomery. *Introduction to Statistical Quality Control*. Wiley India Pvt. Limited: USA; 2008.
- Dr. Schmalleger Stefan, Herzig Christian, Kleber Oliver, Muller Jan. *Sustainability Management in Business Enterprises*. Published by The Federal Ministry for the Environment, Nature conservation and Nuclear Safety (BMU): 2002.
- Greg Vinod Kumar and Venkitakrishnan N.K. *ERP- Concepts and Practice*. Prentice Hall of India: New Delhi; 2006.
- Kotter John P., Cohen Dan S. *The Heart of Change: Real-Life Stories of How People Change Their Organizations*. Harvard Business Review Press: USA; 2012.
- Liebowitz Jay Ed. *Big Data and Business Analytics*. CRC Press: 2019, Boca Raton.
- Seth Dinesh, Rastogi Subhash C. *Global Management Solutions Demystified*. CENGAGE Learning: Noida; 2009.
- Sharma Radha R. *Change Management and Organisational Transformation*. Tata Mc Graw Hill Education Pvt Ltd.: New Delhi; 2012.
- Tulder Rob Van, Tilburg Rob van, Francken Mara, Rosa Andrea da. *Managing the Transition to a Sustainable Enterprise*. Routledge: London; 2014.
- Wheelen L Thomas, Hoffman N Alan, Hunger David J., Bamford E. Charles. *Strategic Management and Business Policy: Globalization, Innovation and Sustainability*. Pearson Education: 2018.

Journals:

- Ahmed, F.; Qin, Y.J.; Martínez, L. *Sustainable Change Management through Employee Readiness: Decision Support System Adoption in Technology-Intensive British E-Businesses*. *Sustainability* **2019**, *11*, 2998
- Khan, Firdaus, *Google Moonshots - a Bridge Across Forever*, (2013). Managing Business in Turbulent Times - A Case study Approach
- Raina, B., Chanda, P., Mehta, D. P., & Maheshwari, S. K. (2003). *Organizational Decline and Turnaround Management*. *Vialba*, 28(4), 83–92.

Websites:

- <http://www.academia.edu/download/58375610/15bf8ca10093efdacab8a0484312c8e72067.pdf>
- <https://doi.org/10.1177/0256090920030408>
- http://www.academia.edu/download/63731891/Roy_PIJ_May_June_2020_Moonshot_Thinking.pdf
- <https://www.qmarkets.net/blog/5-corporate-innovation-trends-of-2019-set-to-disrupt-the->

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- <https://ssrn.com/abstract=2797867>

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