

Subject Code: 601

Subject Name: Current Trends in Management

Unit I

16 Hrs

Retailing in India – Role, Relevance and trends

Types of retailing and categories

Retail Organization

Retail customer and shopping Behavior

Retail Market segmentation

Retail location strategy

Product and merchandise management

Relationship marketing

Unit II

12 Hrs

Emergence of learning and adaptive organizations

Introduction

Importance

Five learning Disciplines

Learning Disabilities

Knowledge Management

Unit III

32 Hrs

Corporate Governance and Corporate Social Responsibility

Corporate Governance:

Definition, Scope, Importance

Historical Developments in US, UK and India

Role of Board in Corporate Governance, CG codes and various committees:

– Kumar Mangalam Birla Report, Narayan Murthy Report, Sarbanes Oxley Act,

Learning and Corporate Governance, Learning Board Model

Corporate Governance in India

Corporate Social Responsibility.

Recommended Book & Magazines

Retail Management – Chetan Bajaj, Rajnish Tuli, Nishi V Srivastva, Oxford Publication

Retail Management – Vedanani Gilson, Jaico Publication

Marketing Management – Philip Kotler, Prentice Hall India Xith Edition

Fifth Discipline – Peter Senge (Revised Edition)

The Learning Organization – Bob Garatt

Corporate Governance (Module of Best Practices) – Institute of Company Secretaries of India (Taxman Publication)

Business Ethics and corporate Governance – S. K. Bhatia

Knowledge Management – Ganesh Natarajan.