



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

CONTEMPORARY MANAGEMENT PRACTICES								
II SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
20MBA015A	Open Elective	L	T	P	C	CIE	SEE	Total
		4	-	-	4	30	70	100
Contact Classes: 60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basic understanding of Human Resource Management concepts, organizational behavior, and workplace dynamics.								

COURSE OVERVIEW:

The course Contemporary Management Practices provides a comprehensive understanding of modern Human Resource trends and practices in today's dynamic business environment, focusing on key areas such as employee engagement and its strategic importance, the role of emotional intelligence in enhancing individual and organizational effectiveness, and the emergence of E-work in both Indian and global contexts; it further explores the management of workforce diversity in multinational organizations with emphasis on cultural and HR perspectives, and highlights the concept of Quality of Work Life through human, technological, and organizational approaches along with recent developments in contemporary management for sustainable growth.

COURSE OBJECTIVES:

- To understand the concepts, models, and significance of employee engagement in modern organizations.
- To analyze the role of emotional intelligence in improving individual performance and organizational effectiveness.
- To examine the concept of E-work and evaluate its impact at micro and macro levels, particularly in the Indian context.
- To explore strategies for managing workforce diversity in multinational organizations with a focus on cultural and HR perspectives.
- To assess the importance of Quality of Work Life and its approaches in enhancing employee satisfaction and organizational performance.

COURSE OUTCOMES: After completion of the course, students should be able to

1. Outline the importance and scope of employee engagement, its models in Human Resource Management.
2. Organize the functional importance and role of Emotional Intelligence in organizational effectiveness.
3. Distinguish Micro and Macro level of E-works and its importance in Indian Scenario
4. Assess the importance of workforce diversity, role of culture and HR manager.

5. Develop strategies for workforce diversity and Quality of Work Life in Indian and modern management contexts.

UNIT-I HRM IN THE PRESENT ERA

Meaning, importance and scope of employee engagement, Models of employee engagement; Building blocks of employee engagement.

UNIT-II EMOTIONAL INTELLIGENCE

Meaning and importance of Emotional Intelligence: Functions of Emotional Intelligence, Role of Emotional Intelligence in organizational effectiveness.

UNIT-III E-WORK

Meaning and importance of E-work: The Micro and Macro levels of E-work. E-work and Indian Scenario.

UNIT-IV MANAGING WORKFORCE DIVERSITY

importance of workforce diversity in MNCs: Modes of managing work force diversity; Role of culture and the role of HR manager;

UNIT-V QUALITY OF WORK LIFE

Meaning and importance of Quality of Work Life: Human, Technological and Organizational approach to Quality of Work Life; Quality Work Life in Indian ,Latest Amendments in Contemporary Management

TEXT BOOKS:

1. Mirza Saiyaddin, —Contemporary issues in HRM|, Himalaya Publishing House, 3rd Edition, 2013.
2. Afsaneh Nahavandi, Robert B.Denhardt, Janet V. Denhardt, Maris P. Aristigueta,—Organizational Behaviour|, Sage Publications, 10th Edition 2015
3. Laurie J. Mullins, —Management, and Organizational Behavior|, Pearson Publications, 9th Edition 2012.
4. Ramesh B. Rudani, —Management and Organizational Behavior|, Tata McGraw hill, 8th Edition Leading Change, John P. Kotter, Harvard Business Review Press, 2012.

REFERENCE BOOKS:

- Laurie J. Mullins, —Management, and Organizational Behavior|, Pearson Publications, 9th Edition 2012.
- Biswajeet Pattanayak, Human Resource Management, 5e, 2018 Gary Yukl, Leadership in Organizations, Pearson, 6th edition, 2012.
- Adrian Thornhill, Phil Lewis, Mike Millmore. Mark N K Saunders Managing change, Pearson, 6th Edition, 2013
- Nic Beech and Robert MacIntosh, Managing Change, Cambridge University Press, 2012.
- Alfranch Nahavandi, The Art and science of Leadership, Pearson, 7e, 2018

ELECTRONIC RESOURCES:

1. <http://www.sanfoundry.com/best.reference-books.com>
2. <http://www.managementhelp.org/management/theories.html>
3. http://www.bayt.com/en/specialities/q/33147/what_are.com
4. <http://www.semesteratsea.org<spring2017.com>

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

