

***Revised Syllabus of Courses of B.Com. (Banking and Insurance)
Programme at Semester VI
with effect from the Academic Year 2018-2019***

1. Elective Courses (EC)

4. Turnaround Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
01	Introduction to Business	10
02	Industrial Sickness	15
03	Turnaround Management Strategies	15
04	Business Scenario	12
05	Leadership and Turnaround Management	08
Total		60

Sr. No.	Modules / Units
1	Introduction to Business
	<p>Meaning, Definition, Features, Importance, Symptoms, Types of Business Organization.</p> <p>Different approaches for Growth and Survival.</p> <ul style="list-style-type: none"> • Internal Strategies • External Strategies • Survival Strategies
2	Industrial Sickness
	<p>Meaning and Internal /External Reasons of Industrial Sickness</p> <ul style="list-style-type: none"> • Symptoms of Industrial Sickness • Measures to Overcome Sickness by Government and Stakeholders • Role of BIFR in Sick Industries
3	Turnaround Management Strategies
	<p>Turnaround – Meaning, Definition, Indicators of Successful Turnaround</p> <ul style="list-style-type: none"> • TQM and Restructuring. • Selling of a sick unit • BPR <ul style="list-style-type: none"> - Meaning, Definition, Elements, Need, Implications - Approaches (Reengineering Team, BPR Leader, Process Owner, Kaizen, Flow Chart, 5S principles, Process Mapping)
4	Business Scenario
	<p>Features, Advantages, Disadvantages, Types and Present Status of:</p> <ul style="list-style-type: none"> • Outsourcing • Networking • Franchising • Free lancing • Self-Financing • Start up
5	Leadership and Turnaround Management
	<p>Outfitting the Management Team, Personal Characteristic, Focusing on Present Operations, Focus on Needs in Turnarounds, Styles of Decision Making in the Turnaround Process, Organizational Change. Quality in the Managerial Process, Dilemma of Management, Turnaround Management as a Skill.</p>