

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
CLASS: SECOND YEAR B.COM (EXTERNAL)
SUBJECT: MANAGEMENT PAPER - 1
COURSE TYPE: MAJOR – 4 CREDIT
EFFECTIVE FROM ACADEMIC YEAR 2024-25 ONWARDS

OBJECTIVES:

1. Understand the concept and significance of Management in the modern landscape.
2. Explore the new management concepts like talent management ,intellectual capital and knowledge management.
3. To orient the students with new developing concepts in management. .
4. To make them learn about the application of new management concepts.
5. Understand the concept and significance of Management in the modern landscape.
6. Explore the new management concepts like Start ups and their management, SMEs and their functioning.
7. To orient the students with new developing concepts in management. .
8. To make them learn about the application of new management concepts.

OUT COMES:

1. Explain the fundamental concepts of management and its relevance in the current Industrial environment.
2. To understand human behavior, their retention techniques and how to manage talent to its optimum.
3. Apply the principles of management to develop effective management strategies for managing people in industries.
4. Analyze the role of managers and other employees in improving overall industry performance.
5. To understand how to enhance organization knowledge through technology adoption And innovation and manage it for future use.
1. Explain the fundamental concepts of management and its relevance in the current Industrial environment.
2. To understand human behavior, their retention techniques and how to manage talent to its optimum.
3. Apply the principles of management to develop effective management strategies for managing people in industries.
4. Analyze the role of managers and other employees in improving overall industry performance.
5. To understand how to enhance organization knowledge and manage it for future use.

COURSE CONTENT:

UNIT NO	CONTENT	WEIGHTAGE
1	Recent Techniques in Human Resource Management <ul style="list-style-type: none">• Employees for lease• Moon lightening by employees (Blue Moon to Full Moon)• Dual career group	13

	<ul style="list-style-type: none"> • Flexi time and Flexi Work • Concept of quality management and its principles • Concept of continuous improvement • Its objectives and limitations • Concept of lean: its process, principles and benefits • Six sigma, objectives and concepts, process • 360 performance appraisal concepts 	
2	<p>Employee Engagement</p> <ul style="list-style-type: none"> • Meaning • Types of employee engagement • Force enhancing employee's engagement • Importance of engaged employee • Employee engagement models • WIFI model of employee engagement • IES model • Blessing white engagement model • Zinger model • AMMA's four quadrant model for employees and organizational effectiveness • Categories of employee engagement 	13
3	<p>Talent Management</p> <ul style="list-style-type: none"> • Meaning • Talent management process • Talent management model • Talent management strategy • Best practices in talent management • Key drivers of talent management • Nine areas identified by institute for corporate productivity for talent management 	10
4	<p>Intellectual Capital</p> <ul style="list-style-type: none"> • Meaning • Components of intellectual capital • Intellectual components • Impact of intellectual capital on business organizations 	7
5	<p>Knowledge Management</p> <ul style="list-style-type: none"> • Meanings • Forms of knowledge management • Process and methods of acquiring knowledge • Knowledge chain • Aligning knowledge management with intellectual management 	7
6	<p>Management of Technology and Innovation</p> <ul style="list-style-type: none"> • Introduction • MTI – its importance in present and future • Developing technology and innovation • External sources of technology and innovation 	15

	<ul style="list-style-type: none"> • Management entrepreneurship skills for technology and innovation • Skills needed for MTI • Managing present for future technology and innovation 	
7	Content Management Systems <ul style="list-style-type: none"> • Definition • Content management systems and its functioning • Features in content management systems solutions • Different types of content management systems • Steps involved in choosing CMS Platform • Advantages of CMS • Disadvantages of CMS • Key functions of CMS application • Importance of CMS to your Business 	15
8	SME's and Startups <ul style="list-style-type: none"> • Definition of SME's and Startup • Difference between SME's and startup (business objectives, funding and control, risk factors, technology) • Marketing strategies for startup (earned media and PR, partner marketing, social media marketing, content marketing, search engine optimization, email marketing, affiliate programs, referral marketing) • Advantages and disadvantages of startup • Blue ocean and red ocean strategies 	10
9	Industrial Sickness <ul style="list-style-type: none"> • Meaning of industrial sickness • Stages of industrial sickness • Symptoms of sickness • Causes of sickness • Structured causes 	10

REFERENCES:

1. Human Resource & Personnel Management by K. Aswathappa , “ Tata McGraw-Hill Publishing , 2nd editions.
2. Supply Chain Management, Processes, Partnership, Performances, by Lambert, Douglas. M. 3rd Edition 2008.
3. Significance of HR Audit. V. Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing , Prentice Hall/BTM Institute Dec-2005
4. Sustained Innovation- Converging Business & Technology to Achieve Enduring Performance By Faisal Hoque & Tery Kirk Patrick (BTM Press-March-2007
5. Human resource management By C.B. Gupta published by Sultan Chand and sons
1. <https://www.theguardian.com/technology/2016/jul/27/airbnb-panel-democratic-national-convention-survey> ; and Quittner, Jeremy, “Airbnb and Discrimination: Why It’s All So Confusing”, *Fortune*, June 23, 2016, <http://fortune.com/2016/06/23/airbnb-discrimination-laws/>.

7. Human Resource & Personnel Management by K.Aswathappa, “ Tata McGraw-Hill Publishing , 2nd editions.
8. Supply Chain Management,Processes, Partnership, Performances, by Lambert, Douglas.M. 3rd Edition 2008.
9. Significance of HR Audit3. V.Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing , Prentice Hall/BTM Institute Dec-2005
10. 4. Sustained Innovation- Converging Business & Technology to Achieve Enduring Performance By Faisal Hoque & Tery Kirk Patrick (BTM Press-March-2007
11. Human resource management By C.B. Gupta published by Sultan Chand and sons
12. <https://www.theguardian.com/technology/2016/jul/27/airbnb-panel-democratic-national-convention-survey> ; and Quittner, Jeremy, “Airbnb and Discrimination: Why It’s All So Confusing”. *Fortune*, June 23, 2016, <http://fortune.com/2016/06/23/airbnb-discrimination-laws/>.
13. <https://www.toolbox.com/hr/talent-management/articles/what-is-talent-management/>
14. <https://www.quantumworkplace.com/future-of-work/what-is-employee-engagement-definition>
15. <https://www.abacademies.org/articles/the-impact-of-int..>

