

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
CLASS: SECOND YEAR B.COM SEM: 3
SUBJECT: MANAGEMENT PAPER - 1
COURSE TYPE: MAJOR/MDC – 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

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 and manage it for future use.

COURSE CONTENT:

UNIT NO	CONTENT	WEIGHTAGE
1.	Recent Techniques in Human Resource Management • Employees for lease • Moon lightening by employees (Blue Moon to Full Moon) • Dual career group • 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	25
2.	Employee Engagement • 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	25

	Categories of employee engagement	
3.	Talent Management - 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	20
4.	Intellectual Capital - Meaning - Components of intellectual capital - Intellectual components - Impact of intellectual capital on business organizations	15
5.	Knowledge Management - Meanings - Forms of knowledge management - Process and methods of acquiring knowledge - Knowledge chain - Aligning knowledge management with intellectual management	15

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 & Terry Kirk Patrick (BTM Press-March-2007)
- Human resource management By C.B. Gupta published by Sultan Chand and sons
- <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/>.
- <https://www.toolbox.com/hr/talent-management/articles/what-is-talent-management/>
- <https://www.quantumworkplace.com/future-of-work/what-is-employee-engagement-definition>
- <https://www.abacademies.org/articles/the-impact-of-int..>