

Subject Code [240800060305009]

Veer Narmad south Gujarat University, Surat

CLASS: SECOND YEAR B.COM SEM: 3

SUBJECT: MANAGEMENT PAPER -3

COURSE TYPE: SEC-2 CREDIT

EFFECTIVE FROM ACADEMIC YEAR 2024-25 ONWARDS

Objectives:

1. Understand the concept and its significance in modern business landscape.
2. To make them learn new and developing management concepts and their application in practical life.

Outcomes:

- 1.To orient the students with the fundamental concepts of management and make them understand its relevance in modern business World.
- 2.Apply the principle management techniques to develop relevant management strategies to manage people effectively.

Course Content:

Chapter-1

Recent Techniques in Human resource management:

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1. Recent Techniques in Human Resource Management 25

- 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

2. Employee Engagement

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- 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