

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
CLASS: SECOND YEAR B.COM SEM: 4
SUBJECT: MANAGEMENT PAPER - 3
COURSE TYPE: MAJOR/MINOR – 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 Startups and their Management, SMEs and their functioning.
3. To orient the students with new developing concepts in management. .
4. To make them learn about the application of new management concepts.

OUTCOMES:

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.

COURSE CONTENT:

UNIT NO	CONTENT	WEIGHTAGE
1	Management of Technology and Innovation • Introduction • MTI – its importance in present and future • Developing technology and innovation • External sources of technology and innovation • Management entrepreneurship skills for technology and innovation • Skills needed for MTI • Managing present for future technology and innovation	30
2	Content Management Systems • Definition • Content management systems and its functioning • Features in content management systems solutions	30

	• 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	
3	SME's and Startups • 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	20
4	Industrial Sickness • Meaning of industrial sickness • Stages of industrial sickness • Symptoms of sickness • Causes of sickness • Structured causes	20

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.
- Significance of HR Audit 3. 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)
- 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/>.