

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
CLASS: SECOND YEAR B.COM SEM: 4
SUBJECT: MANAGEMENT PAPER -4
COURSE TYPE: SEC-2 CREDIT
EFFECTIVE FROM ACADEMIC YEAR 2024-25 ONWARDS

OBJECTIVES:

1. Understand the concept and significance of Management in the modern Landscape.
2. To orient the students with new developing concepts in management.
3. 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. Apply the principles of management to develop effective management strategies for aligning people in industries.
3. To understand how to enhance organization knowledge through technology adoption and innovation and manage it for future use.

COURSE CONTENT:

I. 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

2. Content Management Systems

- Definition
- Content management systems and its functioning
- Features in content management systems solutions
- Different types of content in 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