

**Veer narmad South Gujarat University, Surat**  
**S.Y.B.Com (external) 2022-23**

**Management 1**

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|--|--|------------|
| <b>1. Recent Techniques in Human Resource Management</b> |  | <b>25%</b> |
|  | <ul style="list-style-type: none"><li>• Employees for lease</li><li>• Moon lightening by employees (Blue Moon to Full Moon)</li><li>• Dual career group</li><li>• Flexi time and Flexi Work</li><li>• Concept of quality management and its principles</li><li>• Concept of continuous improvement</li><li>• Its objectives and limitations</li><li>• Concept of lean: its process, principles and benefits</li><li>• Six sigma, objectives and concepts, process</li><li>• 360 performance appraisal concepts</li></ul>               |            |
| <b>2. Employee Engagement</b>                            |  | <b>25%</b> |
|  | <ul style="list-style-type: none"><li>• Meaning</li><li>• Types of employee engagement</li><li>• Force-enhancing employee's engagement</li><li>• Importance of engaged employee</li><li>• Employee engagement models<ul style="list-style-type: none"><li>○ WIFI model of employee engagement</li><li>○ IES model</li><li>○ Blessing white engagement model</li><li>○ Zinger model</li><li>○ AMMA's four quadrant model for employees and organizational effectiveness</li></ul></li><li>• Categories of employee engagement</li></ul> |            |
| <b>3. Talent Management</b>                              |  | <b>20%</b> |
|  | <ul style="list-style-type: none"><li>• Meaning</li><li>• Talent management process</li><li>• Talent management model</li><li>• Talent management strategy</li><li>• Best practices in talent management</li><li>• Key drivers of talent management</li><li>• Nine areas identified by institute for corporate productivity for talent management</li></ul>  |            |
| <b>4. Intellectual Capital</b>                           |  | <b>10%</b> |
|  | <ul style="list-style-type: none"><li>• Meaning</li><li>• Components of intellectual capital</li><li>• Intellectual components</li><li>• Impact of intellectual capital on business organizations</li></ul>  |            |
| <b>5. Knowledge Management</b>                           |  | <b>20%</b> |
|  | <ul style="list-style-type: none"><li>• Meanings</li><li>• Forms of knowledge management</li></ul>   |            |

- Process and methods of acquiring knowledge
- Knowledge chain
- Aligning knowledge management with intellectual management

## **6. Management of Technology and Innovation**

**25%**

- 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

## **7. Content Management Systems**

**25%**

- 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

### **1. SME's and Startups**

**25%**

- 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

### **2. Industrial Sickness**

**25%**

- Meaning of industrial sickness
- Stages of industrial sickness
- Symptoms of sickness
- Causes of sickness
- Structured causes

## 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/>.
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