

I>Course Content:

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| Semester | I Core |
| Subject | Perspective Management |
| Course Code | MMSC101 (RGCMS) |
| Credits | 4 |
| Duration | 40 |

Learning Objective:

1. To explain the relationships between organizational mission, goals, and objectives
2. To comprehend the significance and necessity of managing stakeholders
3. To conceptualize how internal and external environment shape organizations and their responses
4. To develop critical thinking skills in identifying ethical, global, and diversity issues in planning, organizing, controlling and leading functions of management
5. To Understand organizational design and structural issues
6. To understand that citizenship involves taking conscious steps for societal advancement at individual level and organizational level

Module

| Sr. No. | Content | Activity | Learning outcomes |
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| 1 | Fundamentals for personal and organizational success Fundamentals of personal leadership | Lecture, interaction, discussion. Examining success stories through videos of industry pioneers followed by discussion | The student will be able to look at multiple perspectives that impact business and life. |
| 2 | Management: Science, Theory and Practice – The Evolution of Management Functions of Management Nature and purpose of Planning Objectives, Strategies, Policies and Planning Premises – Decision making – Global Planning | Self-study, Discussion, Quiz | To demonstrate empirical understanding of various organizational processes and behaviors and the theories associated with them |
| 3 | Managing your career and understanding organizational dynamics: - Leadership functions and corresponding skills required - Choosing the right positions | Discussion | The student will be able to demonstrate leadership behaviors which will be three pronged: leading self, leading others and leading for change and impact. |

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| | <ul style="list-style-type: none"> - Special dilemmas of early career - Landing stretch assignments - Building a network of relationships - Challenges faced by the minority - Developing ethical judgment - Assessing your career | | |
| 4 | Managing in adversities / Management of crisis | Case Study | The Student will explore different approaches and their consequences during crisis management |
| 5 | Social Responsibility, Ethics and Sustainable Development | Discussion, Case study, Group work, Movie, Student Presentation, Debate on MBA Oath | To understand the role of managers and citizens in society |
| 6 | Mind control and spiritual Quotient | Literature Reading, Discussion | The Student will learn ways of staying positive and having a healthy mind |
| 7 | Role and Responsibilities of a Manager, Effective and Ineffective Managerial styles | Caselets, role plays and discussions | To understand the roles and functions of managers at various (entry, middle and the top) levels |
| 8 | Difference between management and leadership, Understanding Level 5 Leadership | Literature reading and Discussion | The student will understand the behavior, skills and mindset of a manager and of a leader. |
| 9 | Strategic Management – Definition, classes of decisions, levels of decision, Strategy, Role of different Strategists, Relevance of Strategic Management and its benefits, Strategic Management in India | Discussion, Student Presentations, Case study | The Student will understand various concepts and examples related to Strategic Management |
| 10 | Change Management | Discussion, Movies, Case study | The Student will learn about the various steps to be followed to bring about change |
| 11 | Total Quality Management | Discussion, Quiz | The Student will understand the concepts and examples of TQM |

II>Course Outcomes

| Code | Course Outcome | Cognition |
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| MMSC101.1 | To make student understand Business, Organization-Mission, Objectives and Goals and Success Factors | Understand |
| MMSC101.2 | To make student understand Basic concept of Management | Understand |
| MMSC101.3 | To make student understand about leadership and its importance in career planning and its relevance in managing stakeholders of business and society | Understand |
| MMSC101.4 | To make students understand various problems faced by business and role of successful management | Understand |
| MMSC101.5 | To make student understand and analyze various changes in business environment and factors affecting business practices | Analyze |

Text books

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|---|---|
| 1 | Principles and Practices of Management by Dr Kiran Nerkar and Dr Vilas Chopde |
| 2 | Principles of Management – Davar |
| 3 | Essentials of Management – Koontz & Weihrich |
| 4 | Strategic Management – V S P Rao & V Hari Krishna |

Reference Books

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|---|---|
| 1 | The Leader Within – Drea Zigarmi, Michael O’Connor, Ken Blanchard, Carl Edeburn |
| 2 | The Action-Centred Leadership – John Adair |
| 3 | Good to Great – Jim Collins |
| 4 | Leadership – Rudolph Guliani |
| 5 | The Mind and its Control – Swami Budhananda |
| 6 | Management – a competency building approach – Heil Reigel / Jackson/ Slocum |