

Elective Course 3: Management Lessons in Movies

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| Course Type: | GNE: Generic Elective | Course Credits: | 2 |
| Course Code: | C1GE410 | Course Duration: | 30 Hours |

Course Objectives:

- To explore and reflect on management concepts using films as an engaging and impactful learning tool.

Course Outcomes:

- CO1: Remember the concept and management lessons learnt through the movies.
- CO2: Understand the significance of film as a pedagogical tool that facilitate management education.
- CO3: Evaluate and evaluate lessons embedded in movies; and recognize it as a Powerful tool for education.

| Unit / Module | Content | CO Mapping | Hours Assigned |
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| 1 | Do Ankhen Barah Haath (1957) This movie shall be a reference to demonstrate the concepts of Organizational behavior; which includes deductions on Leadership styles, team development, power, diversity and conflict resolution. The movie is reported to be based on a real experiment conducted by Maurice Frydman's popular And Experiment; which could demonstrate important learnings for management students. | CO1 | 10 |
| 2 | Any Given Sunday (1999) This is an American Sports Drama depicting a professional football team which is at the verge of falling apart. The movie demonstrates as to how tough times bring the best of every individual, by helping them to expand their boundaries. The movie has some significant | CO2 | 10 |

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| | <p>learnings in the sphere of personality development, conflict management and leadership,</p> <p>Rocket Singh: Salesman of the Year 2009)</p> <p>The film instils in the learners the significance of out of the box thinking for sales, This drama could be a reference to innovate sales strategies, while underscoring the significance of ethics in business.</p> | | |
| 3 | <p>Janatha Hotel! (2014)</p> <p>A National Award-winning movie is a strong message on entrepreneurship and self-belief. The movie revolves around a young graduate who wants to establish his enterprise, in spite of many odds. The film demonstrates lessons on entrepreneurship, customer-centric approach, collaboration, financial management, ethics and integrity,</p> <p>Ratatouille (2007)</p> <p>This animated comedy demonstrates significant learnings on confidence building and change management. This theatrical drama is a reference to understand the significance of dreams and practice to make the weirdest dreams to come true.</p> | CO3 | 10 |

Reference Books:

1. The Aundh Experiment: A Gandhian Grass-root Democracy —Indira Rothermund

Suggested Readings:

1. The Psychology of Selling - Brian Tracy
2. The 7 Habits of Highly Effective People - Stephen Covey
3. Rich Dad Poor Dad — Robert Kiyosaki

4. Fish — A remarkable way to boost morale and improve results - Stephen Lundin, Harry Paul, John Christens

