

Dr. V. N. Bedekar Institute of Management Studies, Thane
Teaching Plan (MMS / PGDM)
Academic Year (2014-15)



Programme: MMS / PGDM

Name of the Course: Perspective Management

Maximum marks: 100 **No. of Sessions:** 15 sessions of 3 hours each

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Weblink:

Learning Objectives:

- To provide a holistic perspective of the various aspects of Management
- To encourage the students to think on the practical aspects of management

Reference Books:

1. Essentials of Management : Harold Koontz and Heinz Weirich
2. Management : Stoner, Freeman and Gilbert
3. Management, Text and Cases : VSP Rao and V Hari Krishna

Plan:

Session No	Topics to be covered	Pedagogy	Remark
1	Management Defined, Efficiency and Effectiveness, Management: Art or Science, Characteristics of Management, Functions of Management, Who is a manager, Organisational levels and functions, Managerial Roles Case Study: Where did Ahmad go wrong Case Study: Left or Right	Lecture, Class Discussion and Case Studies	
2	Recap of Lecture 1 Managerial Skills and Skill Distribution at	Lecture, Class Discussion and Case Study	

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	<p>various levels of Management</p> <p>Class Discussion: Is Managing People Easy?</p> <p>Case Study: Rajiv Beri's diary</p> <p>Internal Test</p>		
3	<p>Evolution of Management Thought/ Theory – Classical Theories, Human Resources Approach</p> <p>Class Activity: Activity Break up for GANTT chart preparation</p>	Lecture, Internal Test, Class Discussion and Class activity	
4	<p>Evolution of Management Thought/ Theory – Quantitative Approach, Modern Approaches</p> <p>Management and Society: An organization and its external environment</p> <p>Global Management/ International Business</p> <p>Class Discussion: Important aspects of Management Today</p> <p>Class Activity: Drawing up the task and general environments for McDonalds</p>	Lecture, Class Discussion and Class Activity	
5	<p>Global Management, International Business Environment, MNC's, Management Orientations towards International Business – EPRG framework,</p>	Lecture, Class Discussion	
6	<p>Cultural and Country Differences</p> <p>Forms of International Business</p> <p>Group Case Study Presentation: International Business Environment</p>	Lecture, Class Discussion and Group Case Study Presentation	
7	<p>Planning – Nature/ Purpose/ Objectives/</p>	Lecture, Class Discussion	

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	Types of Plans Organising – Organisational Structure, Departmentation, Coordination, Motivation Group Case Study Presentation on International Business Environment	and Group Case Study Presentation	
8	Motivation, Leadership, Group Decision Making, Committees, Communication, Group Case Study Presentation on Planning	Lecture, Class Discussion and Group Case Study Presentation	
9	Controlling – System and Process of Controlling, Control Techniques and Information technology Group Case Study Presentation on Leadership	Lecture, Class Discussion and Group Case Study Presentation	
10	Entrepreneur v/s Manager – Risk and Rewards Class Discussion on Entrepreneurship Group Case Study Presentation on Communication/ Leadership	Lecture, Class Discussion and Group Case Study Presentation	
11	Internal Test on Topics Covered to date Group Case Study Presentation	Internal Test and Group Case Study Presentation	
12	Strategic Management – Definition, Classes and levels of Decision, Strategic Decision Making, Relevance of Strategic Management, Benefits	Lecture, Class Discussion and Group Case Study Presentation	
13	Strategic Management COntd.. Group Case Study Presentation on Strategic Decision Making Class Activity on Group Decision Making	Lecture, Class Discussion and Group Case Study Presentation	

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14	Social Responsibility of Management	Lecture, Class Discussion
	Change Management	and Group Case Study
	Crisis Management	Presentation
	Group Case Study Presentation on Social Responsibility and Ethics	
15	Total Quality Management	Lecture, Class Discussion
	Stress Management	and Group Case Study
	Group Case Study Presentation on	Presentation
	Change Management/ Crisis Management	

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Evaluation:

I) Internal:

Component	Details	Marks
Class Test	2-3 class tests held over the term. Either Average performance or best of tests given would be used to arrive at the final score	20
Presentation, Assignment etc.	Group Presentations and Assignments based on topics covered. Presentations could be based on Case Studies or Analysis of a certain topic. Students would be graded based on presentation content and creativity, presentation delivery, aids used and ability to answer questions effectively	10
Class Participation	Participation in class, general awareness, articulation of issues during class discussion and ability to think through and analyse issues whilst discussing questions posed in class. Attendance would also be factored in.	5
Student Conduct	Overall conduct, body language, leadership qualities	5

II) External:
(Sample questions)

One Case Study relevant to topics covered in Class – 20 marks
Questions based on syllabus and application thereof.

Eg.

1. Examine each of the following statements critically and give your views on the same:
 - (a) Management is regarded as an art by some and a science by others
 - (b) Management is process of achieving goals and objectives effectively and efficiently through and with the people.
2. Describe how managerial jobs differ according to hierarchical level. What are the implications for managers?
3. Are managerial effectiveness and managerial efficiency related concepts? If so how?

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Signature of Faculty

Signature of Co-ordinator