



**Dr. V. N. Bedekar Institute of Management Studies, Thane**  
**Teaching Learning Plan - MMS**  
**Academic Year: 2020-2021**

Programme: MMS Semester: I Period: Feb 2021 to May 2021

Course Code: MMS-1-C-01

Name of the subject: Perspective Management

Maximum marks: 100 (60+40)

No. of Sessions: 14 (Total 40 hrs)

Name of the Faculty: Prof. Krunal Punjani (KP) & Prof. Kala Mahadevan (KM)

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**Program Outcomes (PO)**

1. Nurture leadership skills, team-membership skills and mutual trust.
2. Demonstrate decision-making ability.
3. Ability to develop culture of technology-usage.
4. Inculcate social sensitivity among students.
5. Integrate and apply business knowledge and management techniques for problem-solving/ analytical skills.

**Course Outcomes (CO)**

1. To develop domain knowledge on creating organization's mission, goals, and objectives for different contexts and considering different stakeholders.
2. To evaluate multiple perspectives that impact business and life.
3. To analyse different approaches and their consequences during crisis management

**Reference Books:**

1. Principles and Practices of Management by Dr Kiran Nerkar and Dr Vilas Chopde
2. Principles of Management - Davar
3. Essentials of Management - Koontz & Wehrich
4. Strategic Management Dynamics – by Kim Warren
5. The Leader Within – Drea Zigarmi, Michael O'Connor, Ken Blanchard, Carl Edeburn
6. The Action-Centred Leadership – John Adair
7. Good to Great – Jim Collins
8. Management – a competency building approach – Heil Reigel / Jackson/ Slocum

**A. Plan:**

Sess ion No.	Planned Date	Topic	Ref. Study Material	Course Outcomes
1	2 <sup>nd</sup> Feb	Fundamentals of Personal and Organizational Success	<u>Books:</u> Strategic Management Dynamics – by Kim Warren; Strategic Management – by Hitt, Ireland & Hoskisson (Chapter 1)	1, 2
2	9 <sup>th</sup> Feb	Fundamentals of personal	Book: Essentials of	1,2,3



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		Leadership, Leadership functions and corresponding skills required	Management – Koontz & Weihrich (Chapter 15)	
3	16 <sup>th</sup> Feb	Managing your career and understanding organisational dynamics	HBR Article - A Simple Way to Map Out Your Career Ambitions - <a href="https://hbr.org/2018/11/a-simple-way-to-map-out-your-career-ambitions">https://hbr.org/2018/11/a-simple-way-to-map-out-your-career-ambitions</a>	1.2.3
4	23 <sup>rd</sup> Feb	Management – Science, Theory and Practice Evolution of Management, Functions of Management	Book: Essentials of Management – Koontz & Weihrich (Chapter 1 & 2)	1,2,3
5	2 <sup>nd</sup> March	Nature and Purpose of Planning, Objectives, Strategies, Policies and Planning Premises, Decision making, Global Planning	Book: Essentials of Management – Koontz & Weihrich (Chapter 4 & 5)	1,2,3
6	9 <sup>th</sup> March	Roles and Responsibilities of a Manager, Managerial styles, Management vs. Leadership, Understanding Level 5 Leadership	Book: Essentials of Management – Koontz & Weihrich (Chapter 1 & 15)	2,3
7	16 <sup>th</sup> March	Internal Test 1  Social Responsibility, Ethics and Sustainable Development; Project/ Presentation	Book: Essentials of Management – Koontz & Weihrich (Chapter 2)	2,3
8	23 <sup>rd</sup> March	Project/ Presentation	NA	NA
9	30 <sup>th</sup> March	Strategic Management, Definition, classes of decisions, levels of decision, Strategy, Role of different Strategists,	Book: Strategic Management – by Hitt, Ireland & Hoskisson (Chapter 1)	2,3
10	6 <sup>th</sup> April	Strategic Management, Relevance of Strategic Management and its benefits, Strategic Management in India	Book: Strategic Management – by Hitt, Ireland & Hoskisson (Chapter 1)	2,3
11	20 <sup>th</sup> April	Management in Adversities, Crisis Management	Books: Essentials of Management – Koontz	2,3



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			& Wehrich (Chapter 13); Principles of Management – by Tripathi & Reddy (Chapter 20)	
12	27 <sup>th</sup> April	Internal Test 2  Change Management; Total Quality Management	Book: Essentials of Management – Koontz & Wehrich (Chapter 13 & 20); Principles of Management – by Tripathi & Reddy (Chapter 19)	2,3
13	4 <sup>th</sup> May	Group Presentations	NA	NA
14	11 <sup>th</sup> May	Group Presentations	NA	NA

**B. Practical Approach: Other activities**

<b>Sr. No.</b>	<b>Activity Name</b>	<b>Topic Covered</b>	<b>Learning Outcomes</b>	<b>Source</b>
1	Case study	1. Mr. Narayan Murthy's leadership journey at Infosys  2. Mumbai Dabbawalas  3. Why Nokia Failed?  4. Mahindra Jeep  5. Discussion of how updated Vision and Mission statements were developed for BRIMS  6. Where did Ahmad go wrong?	Personal & Organizational Leadership  Organizational Success  Leadership & Team Failure  Importance of Encouraging Creativity  Process of developing Vision & Mission statements  Decision making	



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		7. A skill building exercise – Rajiv Beri’s diary  8. Maggi Crisis Case (group Presentation) 9. Cadbury Worms Case (group Presentation)  Ethics Case	Managerial roles and Skills  Crisis Management  Importance of Ethics in Business & Management	
2	Academic Projects	Book Review & Summaries		Amazon; YouTube.com
3	Group Discussion			
4	Role Play			
5	Industry Visit			
6	Business Quiz / Business News sharing			
7	Videos / Simulation	<ul style="list-style-type: none"> <li>• TOI Lead India</li> <li>• Narayan Murthy’s Interview with BBC</li> <li>• Our Credo – Johnson &amp; Johnson</li> <li>• Anand Mahindra – Core Values</li> </ul>		YouTube.com
8	Use of Software and Labs			
9	Any other activity			

**C. Innovative Pedagogy adopted:**

Book Summaries of Motivational & Practical Management Books as a part of students Presentations.

**D. Industrial sector focused through the course:**

Perspective Management subject being a general management subject, it focuses on developing foundation for management concepts, and therefore linked with all the industry sectors.



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**E. Types of job profile available in the sector:**

Management Trainee

**F. Skill sets for the given job profiles as learning outcomes of the course:**

Basic understanding of Management; Team working, Understanding personal and organizational goals

**G. Gap identified from University Curriculum:**

S. no.	Gap Identified	Action taken to bridge the gap
1	Functions of Management, other than Planning have not been covered	The same has been included in Sessions 4 & 5
2		
3		

**Prepared by:**  
**Faculty Prof. Krunal Punjani**  
**Prof. Kala Mahadevan**

**Approved by:**  
**Specialisation Head**

**Date:**

**Date:**

**A. Execution:**

Session No.	Actual Date	Topic Covered	Evaluation Method	Case Study Ref.	Quiz Ref.	CR Sign



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**B. Evaluation:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Presentations	Mandatory	10
Class Tests	Mandatory (MCQ, Descriptive, etc)	20
Attendance & Active Participation	Mandatory	5
Overall Conduct	Mandatory	5
Final Exam	Mandatory	60

**Comments / Suggestions / Recommendations:**

**Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -**

Following SWAYAM course on "Principles of Management" can be suggested to the students:  
[https://onlinecourses.nptel.ac.in/noc20\\_mg58/preview](https://onlinecourses.nptel.ac.in/noc20_mg58/preview)

**Signature of Faculty**

**Signature of Co-ordinator**