INTRODUCTION TO THE COURSE:

Every type of organization today whether profit making or non-profit making requires some form of management, if it is to operate effectively. As a result the study of management is of utmost importance to everyone who comes into the contact with organization, whether as employees, managers, suppliers or clients.

This course covers the basics of management art and science, its theory and practice. It also introduces the fundamental models of management construct and current and future trends in management practice and thought. The course is also designed to familiarize students with all the major functions of a practicing manager. In addition, students will be acquainted with a basic understanding of key functional areas of a business and how management principles can be applied as part of forming corporate strategy.

The business student will notice and learn that today the world's economies, organizations, and people are in a state of rapid and continuous change. Competitors are finding their way to customers because of their ability to provide economically valuable products and service at a fast pace and at the highest level of quality. Therefore, all students who are contemplating a career in management must be prepared for competition, speed, change, and demands for better-quality products and services, decisive decision making, attention to detail, and continuous learning. Through the course the students will learn that the managerial concepts that fit so well in one setting are often misaligned in other settings. The practice of management therefore is challenging, simple, mysterious, rewarding, and frustrating all at the same time.

OBJECTIVES:

The general objectives of the course is to familiarize the students with the fundamentals of the Principles of Management, and its application to management practice across varying business and industry situations. The course aims to provide the student with an understanding of:

- Understand the nature and purpose of management: management theory, science and practice. The social and ethical responsibilities of management and enterprise. Understand the basic concepts of management, the managerial process, and management's role in business and society;
- Understand the strategic tools executives use to manage organizations.
- Understand how management practice is integrated into business environment;
- Understand the relevance of key functional areas of a firm and the relation to management
- Get a brief exposure to strategy and its role in the business environment.
Course Contents

1. INTRODUCTION TO MANAGEMENT

   Coverage: Foundation in General Management
              Evolution of Management
              Management Skills, Roles, and Modern Challenges

2. PLANNING

   Coverage: Elements of Planning
              Strategic Planning
              Managerial Decision Making

3. ORGANIZING

   Coverage: Organization Structure and Design
              Job Design
              Managing Human Resources

4. LEADING

   Coverage: Elements of Leadership
              Motivation
              Interpersonal and Organizational Communication
              Work Groups and Teams

FUNCTIONAL PROCESS  (2 Modules to be Covered)

5. A module in Marketing

   Coverage: Marketing & Business
              Concept of Market and Products
              Product life cycles
              Marketing mix concept
              Brand Management & Consumer Behavior

6. A module in Finance

   Coverage: Financial Management
              Working Capital Mgmt
              Ratio Analysis

7. A module in Operations and Production Management

   Coverage: Technology & Operations (TQM & MIS)
              Project Management
              Decision Making Models
              Redundancy
8. A module on Strategy

Coverage: Competitive Analysis
Company Analysis
Strategy Formulation - Values, Vision, Mission & Goals
Strategy Implementation - Including Organization Change
Strategic Evaluation - Monitoring and Control

PEDAGOGY

The course will use various learning methods such as open discussions on the concepts, case discussions and presentations by the participants. Apart from classroom participation, the students are expected to understand and grasp the concepts using various reading materials made available to them, accessing relevant information on the internet, and taking advantage of the course material provided to deepen their understanding of the issues related to the subject of the course. Reference to the library is also encouraged, as access is possible to international and national journals magazines, student dissertations, electronic data specific to management education, etc.

EVALUATION:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation</td>
<td>10%</td>
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<tr>
<td>Attendance</td>
<td>10%</td>
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<tr>
<td>Quiz / Exercises</td>
<td>10%</td>
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<tr>
<td>Company Analysis - Presentation</td>
<td>20%</td>
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<tr>
<td>Company Analysis - Report</td>
<td>20%</td>
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<tr>
<td>Final Exam</td>
<td>30%</td>
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GRADING:

The final grade would be based on the assignments and other components as indicated above. The final grade cut-off would be as follows:

- 90 and above = A
- 80 – 89 = B
- 70 – 79 = C
- 60 – 69 = D
- Below 60 = F

The instructor reserves the rights to change the cut-off for grades. In such an event the class will be informed in advance. Students will be expected to be honest in their effort for assignments assigned to them. Cheating or Copying would result in an automatic F for the course.

INSTRUCTOR CONTACT INFORMATION

Email: Nikhil_raval@da-iict.org; ravalnik@yahoo.com
Office Hours: By appointment as needed
RECOMMENDED READINGS OR MATERIALS:

Regular reading of:

- **Newspapers:** The Economic Times / Times of India
- **Business Magazines:** Business World / Business week / Business Today / Fortune


Other Suggested Readings:

1. **Managing for the Future 90’s and Beyond:** Peter F. Drucker. Published by Tata McGraw Hill, New Delhi
2. **Management** - Stephen P. Robbins, Mary Coulter. Published by Prentice-Hall of India
3. **Thinking About Management:** Theodore Levitt. Published Free Press, MacMillan International
4. **Management Styles:** Pradip Khandwala. Published by Tata Mc-Graw Hill, New Delhi
5. **Fundamentals of Management:** Stephen P. Robbins & David Decenzo. 3rd Edition
7. **Management:** A Contemporary Approach - Doede Keuning, Pitman Publishing
8. **Strategic Management:** Strategy Formulation & Implementation - John Pearce II. Richard Robinson Jr.