

<u>AGB-848</u>	<u>Business Management</u>	3(3-0)
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Course Description

Modern manager can either make or break an organization. The challenges faced by these managers have never been more complex and profound when it comes to delivering quality products and services. Factors like cost issues, competition, globalization, human resource requirements, supply/demand issues along with economic, political, social and ecological concerns affect today's businesses and all its stakeholders.

This course aims to highlight basic management concepts including models related to managing businesses, global corporate environment, competition, diversity, human resource, change, communication and planning. This will groom young professionals like you into better managers of tomorrow.

Educational Objectives

This course will help students understand and explain:

- Fundamental modern management concepts including management challenges, planning, organizing, leading and controlling.
- The contribution of managers to organizational performance and its sustained competitive advantage.
- Organization of companies and their relation with multiple outside influences including societies, politics, globalization etc.

Course Outcomes

After the completion of the course, the students will have developed:

- A strong conceptual base of management studies which will enable them to apply multiple management skills to the practical world.
- An understanding of how complex modern organizations are managed under uncertain conditions.
- Team-work, data collection and presentation skills.
- Vital Analytical and decision making skills which will shape them into better

Course Contents

- Introduction to Management

- Management Structures and Resources; Management Processes and Types;
- Organisation and Environment
 - Understanding Internal and External Organisational Environments;
- Corporate Social Responsibility and Business Ethics
 - Corporate Social Responsiveness and Corporate Social Performance; Ethics in the workplace and Workplace Deviance
- Planning and Planning Tools
 - Purposes; Advantages and disadvantages; Steps in planning
- Decision Making and Strategic Implementation
 - Making Timely Decisions; Types and Process of Decision making; Tools for Decision making; Strategy and Implementation
- Organisational Structure and Culture Dynamics
 - Organisational Structures; Importance of Organisational Culture; High Performance Cultures; Hofstede's Cultural Dimensions
- Human Resource Management
 - Definition and importance; HRM Planning, Recruitment, Selection, Training, Development, Appraisals and compensation; Strategic HRM, International HRM
- Reinventing Organisations
 - Small businesses and their role; Entrepreneurship and its benefits; Entrepreneurship Process; Business Plans; Types of Opportunities; Barriers to Entrepreneurship
- Leadership
 - Definition; Difference between a Manager and a Leader; Approaches to Leadership Theories: Trait, Behavioural, Contingency/Situational, Transformational/Charismatic
- Teams and communication
 - Types of Teams, Stages of Development and Characteristics, Conflicts within Teams, Effectiveness of Teams, Communication Process, Formal and Informal Communication

- Effective Control in an Organisation
 - The Control Process; Control Techniques (Inventory, Maintenance, Financial Controls, Material, Inspections, MBO, Influence)
- Organisational Change
 - Importance of Change, Types of Change, Lewin's Models (Analysis and Process), Types of Planned Change, Organizational Development
- International Management and Workplace Diversity
 - Globalization and Competition, International Management and Types of Companies, The Multinational Company and its Diverse Workforce, Managerial Attitudes, Role of a Manager, Components of International Plans (expansion, trade agreements), Special Issues of International Management.

Recommended Books

- Contemporary Management (9th Edition) by Gareth Jones and Jennifer George – McGraw Hill Education
- Fundamentals of Management: Essential Concepts and Applications (9th edition) by Stephen P. Robbins, Mary A. Coulter and David A. De Cenzo – Pearson Education
- Stoner, J.A.F., Freeman, R.E. and Gilbert, D. R. Management. 6th ed. Pearson Education.