

## INTRODUCTION TO MANAGEMENT

<b>Course Code</b>	<b>Credit Hours (Th-Pr)</b>	<b>Introduction to Management</b>	<b>Contact Hours/Week (Th-Pr)</b>	<b>Total Period Allocated (Th-Pr)</b>
MGT 121	3 – 0		3 – 0	45 – 0

**Course Outline.** Challenges of Management, Pioneering ideas in Management, Social Responsibility & Ethics, Understanding Environment & Culture, Managerial Decision Making, Organizational Goals & Plans, Strategic Management, Organization Structure & Design, Managing Human Resources, Managing Change & Innovation, Motivation, Leadership, Managerial Communication, Groups & Team work, Controlling, Small Business Management – Group wise

**Prerequisite(s).** None

### Recommended Text Books.

S No	Title	Author(s)	Assigned Code
1.	Management, 3 <sup>rd</sup> Edition.	Kathryn M. Bartol & David C. Martin	KM &DM
2.	Reference book: Management, 7 <sup>th</sup> Edition	Stephen P. Robbins & Marry Coulter	SP & MC
3.	Business Week, Harvard Business Review, Management Journal etc.		

**Course Objectives.** This course discusses the fundamental management concepts, principles, process and functions of management. It also highlights historical and contemporary philosophies of management, and development skills for effective management in organizations.

### Topics Covered.

S No.	Topics	Text Book Assigned Code	Allocated Periods
1.	Introduction of course, facilitator & students along with clarification of ground rules, grading plan and expected outcomes.	KM &DM SP & MC	02
2.	<b>Challenges of Management</b> <ul style="list-style-type: none"> <li>• Management &amp; its process</li> <li>• What Managers Do?</li> <li>• Managerial knowledge, skills &amp; performance</li> <li>• Managerial job types</li> <li>• Management in 21<sup>st</sup> century</li> </ul>	--	02
3.	<b>Pioneering ideas in Management</b> <ul style="list-style-type: none"> <li>• Pre-classical Contributors</li> <li>• Classical Contributors</li> </ul>	--	02

	<ul style="list-style-type: none"> <li>• Behavioural Viewpoint</li> <li>• Quantitative Management Viewpoint</li> <li>• Contemporary Viewpoints</li> </ul>		
4.	<b>Social Responsibility &amp; Ethics</b> <ul style="list-style-type: none"> <li>• Case: Johnson &amp; Johnson</li> <li>• Social Responsibility</li> <li>• Social Stakeholders</li> <li>• Social Responsiveness</li> <li>• Ethics</li> </ul>	--	03
5.	<b>Understanding Environment &amp; Culture</b> <ul style="list-style-type: none"> <li>• External Environment</li> <li>• Analyzing Environmental Conditions</li> <li>• Managing Environmental Elements</li> <li>• Internal Environment</li> </ul>	--	03
6.	<b>Managerial Decision Making</b> <ul style="list-style-type: none"> <li>• Case: Coke gets back its Kick</li> <li>• Managerial Decision Making</li> <li>• Managers as Decision Makers</li> <li>• Effective Decision Making Process</li> <li>• Overcoming Barriers to Decision Making</li> <li>• Group Decision Making</li> </ul>	--	03
7.	<b>Organizational Goals &amp; Plans</b> <ul style="list-style-type: none"> <li>• Planning Process</li> <li>• Organizational Goals</li> <li>• Goals &amp; Plans</li> <li>• Management by Objectives (MBO)</li> </ul>	--	03
8.	<b>Strategic Management</b> <ul style="list-style-type: none"> <li>• Strategic Management Process</li> <li>• Competitive analysis</li> <li>• Corporate-level strategy</li> <li>• Business-level strategy</li> <li>• Functional-level strategy</li> <li>• Strategy Implementation</li> </ul>	--	03
9.	<b>Organization Structure &amp; Design</b> <ul style="list-style-type: none"> <li>• Organization Structure</li> <li>• Job Design</li> <li>• Vertical Coordination</li> <li>• Horizontal Coordination</li> <li>• Structural Alternatives</li> </ul>	--	03
10.	<b>Managing Human Resources</b> <ul style="list-style-type: none"> <li>• HR Planning</li> <li>• Staffing</li> <li>• Managing Environmental Elements</li> <li>• Compensation</li> <li>• Workforce relationship</li> </ul>	--	03
11.	<b>Managing Change &amp; Innovation</b> <ul style="list-style-type: none"> <li>• Nature of Change &amp; Innovation</li> </ul>	--	03

	<ul style="list-style-type: none"> <li>• Change &amp; Innovation Process</li> <li>• Managing Resistance to Change</li> </ul>		
12.	<b>Motivation</b> <ul style="list-style-type: none"> <li>• Nature of Motivation</li> <li>• Need Theories</li> <li>• Cognitive Theories</li> <li>• Reinforcement Theory</li> <li>• Social Learning Theory</li> </ul>	-“-	03
13.	<b>Leadership</b> <ul style="list-style-type: none"> <li>• How Leaders influence?</li> <li>• Leadership Traits</li> <li>• Leader Behaviours</li> <li>• Situational Theories</li> <li>• Transformational vs. Transactional Leaders</li> <li>• Are Leaders necessary?</li> </ul>	-“-	03
14.	<b>Managerial Communication</b> <ul style="list-style-type: none"> <li>• Managerial Communication</li> <li>• Influences on individual communication</li> <li>• Group Communication Networks</li> <li>• Communication Channels</li> </ul>	-“-	03
15.	<b>Groups &amp; Team work</b> <ul style="list-style-type: none"> <li>• Foundation of Work Groups</li> <li>• Work Group Inputs</li> <li>• Work Group Processes</li> <li>• Managing Conflict</li> </ul>	-“-	03
16.	<b>Controlling</b> Control as a Management Function Control Process Types of Controls Assessing Control Systems Total Quality Management (TQM)	-“-	03