



Rajeev Gandhi College of Management Studies

Fundamental of Management Theory and Practice

Semester I

I> Course Content:

Semester	1
Subject	Fundamentals of Management and theory
Course Code	MMSC101
Credits	2
Duration	30 hours

Module (Syllabus as per new Syllabus):

Unit / Module	Content	CO Mapping
1	Personal aspirations: vision, mission, values; Personal aspirations: vision, mission, values; Differences in Vision, mission amongst different kinds of organisation and types of environments they operate in; Models of motivation;	CO1
2	Framework of analysing aspirations - Campbell & Yeung model; Coherence and alignment of organisation aspirations; Link between aspiration and business performance	CO2
3	Business environment: Operating in a Pluralistic Society, Technological and Innovative Environments	CO3
4	Social responsibility and Ethics: Ecological Environment, Social Responsibility of Managers, Ethics in Managing - An Integrative Approach	CO3
5	Planning, decision making & their impact: Types of Plans, Steps in Planning Objectives, Evolving Concepts in Management	CO4
6	Elements of organizing: The Nature of Organizing, Entrepreneurship and Reengineering, Formal and Informal Organizations, Organizational Division: The Department, Organizational Levels and the Span of Management	CO4
7	Managing change: Managing Change, Organizational Conflict, Organization Development, The Learning Organization	CO4
8	Leadership: Ingredients of Leadership, Trait Approaches to Leadership, Charismatic Leadership Approach, Leadership Behaviour and Styles, Situational, or Contingency, Approaches to Leadership	CO4
9	Organization controls: The System and Process of Controlling, The Basic Control Process, Business Analytics, Critical Control Points, Standards, and Benchmarking, Control as a Feedback System, Real Time Information and Control	CO4
10	Contemporary issues in management practice	CO5

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II> Course Outcomes

<u>Course Code</u>	<u>Course Outcomes</u> Students will be able to....	<u>Cognition</u>
MMSC101.1	Understand the relationship between organization vision, mission, values and Objectives	CO1
MMSC101.2	Apply the concepts and frameworks to business contexts	CO2
MMSC101.3	Analyze the impacts of internal and external environment of a firm on its responses	CO3
MMSC101.4	Evaluate issues in planning, organizing, leading and controlling functions of management	CO4
MMSC101.5	Create a plan to address contemporary organizational issues based on the frameworks and theories covered.	

Recommended Books

Sr. No.	Books
1.	Essentials of Management, by Harold Koontz and Heinz Weihrich. 10th ed
2.	1. In Search of Excellence, Tom Peters 2. Made in Japan, Akio Morita
3.	The Asian Miracle, Michael Schuman , People and Performance, Peter Drucke
4.	Get Better or Get Beaten, Jack Welch
5.	Principles of Management, Peter Drucker