

## I SEMESTER

### MBAH 401: MODERN ORGANISATION AND MANAGEMENT

**Workload** : 4 hours per week - Total credits 04

**Examination** : 3 hours; 30 marks continuous evaluation & 70 marks final examination.

**Objectives**

1. To understand basic management concepts and principles, including the core management roles, skills, and functions
2. To make students knowledgeable about historical development, theoretical aspects, and managerial process and practice applications
3. To provide insight into core strategic management concepts.

**Course Outcomes**

1. Comprehending & correlating all of the management roles that occur around with basic management concepts and principles.
2. Understand the overview of its management, management theory and practical applications.
3. Students should get a clear idea about the Strategic Management concept, its relevance, characteristics, nature, process and purpose.

**Pedagogy** Lectures, assignments, practical exercises, discussions, seminars, etc.

**Module 1, Basic Concepts:** Manager, Managing, Workplace, Organization, Management Functions, Mintzberg's Managerial Roles, The Universality of Management, Approaches to Management - Early Management, Classical Approach, Behavioral Approach, Quantitative Approach, Contemporary Approaches. Managerial Competencies: Communication, team work, planning and administrative, strategic and global competencies; Managerial Skills; How Is the Manager's Job Changing?, Importance of Customers to the Manager's Job, Importance of Innovation to the Manager's Job, Importance of Sustainability to the Manager's Job.

**Module 2, Planning:** Concept, need, nature, Management By Objectives (MBO) - Process of MBO - Benefits of MBO, Planning and Performance, Goals and Plans, Types of Goals, Types of Plans, Setting Goals and Developing Plans, Approaches to Setting Goals, Developing Plans, Approaches to Planning, Planning Effectively in Dynamic Environments.

**Module 3, Organizing:** Organization, Organizational Structures, Principles of Work Specialization, Departmentalization, Chain of Command, Span of Control, Centralization and Decentralization, Formalization. Mechanistic and Organic Structures, Factors Affecting Structural Choice - Strategy, Size, Technology, Environmental Uncertainty. Traditional Organizational Designs - Simple Structure, Functional Structure, Divisional Structure, Matrix Structure, Team Structures, Project Structure, Adaptive Organizations – Boundary less Organization, Virtual Organizations, Learning Organization, Flexi Work, Tele-working, Global Organizations.

**Module 4, Decision Making:** The Decision-Making Process - Identifying a Problem -

Identifying Decision Criteria - Allocating Weights to the Criteria - Developing Alternatives - Analyzing Alternatives - Evaluating Decision Effectiveness. Making Decisions: Rationality, Bounded Rationality, the Role of Intuition, and the Role of Evidence-Based Management. Types of Decisions & Decision-Making Conditions. Decision-Making approaches - Quantitative approach, Environmental Approach, System Approach, Ethical Approach, Intuitive Approach, Case Study Approach, Decision-Making Styles - Linear–Nonlinear Thinking Style Profile, Decision- Making Biases and Errors. Effective Decision Making - Correctness of decision, Decision environment, Timing of decision, Effective communication of Decision, Participation in decision Making-Implementation of decision.

**Module 5, Controlling:** Controlling, Definition, need and Importance, The Control Process, Managerial Decisions in Controlling, Feed-forward / Concurrent / Feedback Controls. Financial Controls, Information Controls, Benchmarking of Best Practices.

**Module 6, Corporate strategy-**A review of theory and practice - Analyzing the environment - the basics- Analyzing markets, competition and co-operation-Developing customer driven strategy. Analyzing the resources - the basics - Analyzing human resources - Analyzing financial resources - Analyzing operations resources

**Module 7, The purpose of the organization:** Purpose shaped by vision, leadership and ethics - Purpose emerging from knowledge, technology and innovation - Purpose delivered through corporate and business objectives

**Module 8, Developing the strategies and the implementation process:** Developing strategic options- the prescriptive process - Strategy evaluation and development- the prescriptive process - Finding the route forward- emergent and prescriptive approaches - Organizational structure and style people issues; Resource allocation, strategic planning and control - Government, public sector and not-for-profit strategies - International expansion and globalization strategy - Strategy dynamics and entrepreneurial strategy - Managing strategic change - Building a cohesive corporate strategy.

#### Reference Books:

1. Fundamentals of Management by Robbins, S.P. and Decenzo, D.A., Pearson Education Asia, New Delhi.
2. Management, Koontz and Wehrich, Tata Mc GrawHill.
3. Management, Stoner, et. al., Prentice Hall of India, New Delhi.
4. Richard Lynch, Corporate Strategy, Prentice Hall, 2006
5. Management, Robbins & Coulter, Prentice Hall of Hall of India, New Delhi.
6. Management – Text & Cases, Satya Raju, PHI, New Delhi.
7. Management, Richard L. Draft, Thomson South-Western
8. Pearce John A and Robinson Richard B-Strategic Management- McGrawHill.
9. Porter Michael E.-Competitive Strategy- Free Press Publication

MANGALORE



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Mangalagangothri – 574199

**DEPARTMENT OF BUSINESS ADMINISTRATION**

in Association with

**Internal Quality Assurance Cell (IQAC), Mangalore University**

**United Nations Development Programme (UNDP)**

**Seventh Sense People Development Solutions Pvt Ltd**

**Organizes**

**6 Days UNDP Entrepreneurship Development Training Program**

**06 December, 2021 to 11 December, 2021**

Cordially Invite you to the  
INAUGURAL FUNCTION

***Dr. P Subrahmanya Yadapadithaya***  
***Hon'ble Vice Chancellor, Mangalore University***  
***Will inaugurate***

***Ms. Deeksha N***  
***Mr. Keerthanraj T. S***  
***Mr. Ashwin Kumar***  
***District Community Mobilizers and EDP Trainer***

**Seventh Sense People Development Solutions Pvt Ltd and Inquilab Inventions Foundations**

***In the Presence of***  
***Prof Manjunatha Pattabi***  
***Director, IQAC***  
***Mangalore University***  
***And***  
***Prof. Puttanna K***  
***Chairman***  
***Department of Business Administration***  
***Mangalore University***

**Date: 6<sup>th</sup> December, 2021**

**Time: 09.00 AM**

**Venue: MBA Seminar Hall**

# MANGALORE UNIVERSITY

## 6 Days UNDP Entrepreneurship Development Training Program

06 December, 2021 - 11 December, 2021

### Report



6 Days UNDP Entrepreneurship Development Training Program was organised in the department in association with Internal Quality Assurance Cell (IQAC), Mangalore University, United Nations Development Programme (UNDP) and Seventh Sense People Development Solutions Pvt Ltd on 06 December, 2021 - 11 December, 2021.

The workshop was inaugurated by Prof. Puttanna. K, Chairman of the department and Mr. Keerthanraj T. S, District Community Mobilizer, Seventh Sense People Development Solutions Pvt Ltd. Experts from Seventh Sense People Development Solutions Pvt Ltd trained our participants on various issues relates to social entrepreneurship. They used both lecture and activity methods to train the participants. Their lecture covered broad aspects relates entrepreneurship.

Three resource persons Mr. Keerthanraj T. S, Ms. Deeksha N and Mr. Ashwin Kumar from Seventh Sense Sense People Development Solutions Pvt Ltd trained the participants. 61 students and 10 faculty members participated in the program. Certificate of participation is issued to all the participants on successful completion the training.