



FIRST SEMESTER 2016-17
Course Handout (Part-II)

Date: 02/08/2016

In addition to part-I (General Handout for all courses appended to the timetable) this portion gives further specific details regarding the course:

Course No. : MBA G505
Course Title : Management Framework and Functions
Instructor-in-charge : Dr. NEETU YADAV

1. Scope and objective of the course:

This is an introductory course to management aimed at providing an integrated view of management, its role and range of applications. It covers broadly all important management frameworks, building blocks, and functional and strategic areas in management and places them in a comprehensive perspective with a view to facilitate holistic understanding of the subject of management. The broader functional areas covered in the course are marketing, organization theory and human resource, finance, operations, and miscellaneous areas. Additionally, it provides broader overview of approaches to problem solving and developing professional perceptions and attitudes.

2. Text Book:

Reading Materials (Research articles, case-lets, white papers, magazine articles, etc.) will be made available to the students in the course file at the Library.

3. Course Plan:

| Lecture No. | Learning Objectives | Topics to be covered |
|-------------|--|---|
| 1 | Brief overview of management; its role and range of applications, Different functional areas | Introduction |
| 2-3 | Introduction to marketing; mix; system; activities | Marketing Management |
| 4-5 | Briefly introduce the concept of Organization Theory; Organization Development; Organization Structure; Organization Behavior; human resource management | Organization Theory and Human Resource Management |
| 6 | To understand the fundamentals of Financial Planning; Financial Implementation; Financial Analysis | Finance |
| 7 | An overview of Operations Management and related concepts; Supply Chain Management; Technology Management | Operations Management |





| Lecture No. | Learning Objectives | Topics to be covered |
|-------------|--|--|
| 8-9 | Overview of Strategic Management; Strategic Management Process, Corporate & Business-level strategy | Strategic Management |
| 10 | Introduction to Problem Solving, Different Approaches to Problem Solving | Approaches to Problem Solving |
| 11 | Quantitative Techniques to problem solving; Overview of Business Statistics; Operations Research | Quantitative Techniques to Problem Solving & Business Statistics |
| 12 | To understand miscellaneous areas viz. Managerial Economics; Business Law; Business Communication; Managerial competencies | Miscellaneous Areas; Managerial competencies, traits, attitude, and behavior |

4. Evaluation Scheme:

| Evaluation Component | Weightage (%) | Duration | Operational Details | Nature of Component | Date, Time and Venue |
|-------------------------------|---------------|----------|---|------------------------|--------------------------|
| Mid Term Test | 30 | 90 Min. | Theoretical and/or application oriented questions | 7/10 4:00 - 5:30 PM | Refer time table |
| Class Participation | 5 | | Active participation | Open Book | |
| Announced Quiz | 10 | 30 Min. | To be announced in the class | Closed Book | To be announced in class |
| Assignment(s) & Presentations | 20 | NA | To be announced in the class | In-class and Take home | To be announced in class |
| Compre. Exam | 35 | 3 hours | Theoretical and/or application oriented questions | 12/12 AN | Refer time table |

5. Chamber Consultation hours: To be announced in the class

6. Notices: Notices, if any, will be displayed on Management Notice Board only.

**Instructor-in-Charge
MBA G505**

