

**NIRMA UNIVERSITY**  
**Institute of Management**  
**Master of Business Administration (Full Time) Programme**

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<b>Course Code</b>	<b>MFT5GEXX11</b>
<b>Course Title</b>	<b>Evolution of Management Thoughts</b>

**Course Learning Outcomes (CLO):**

At the end of the course, students will be able to:

1. Explain the major roles and sub roles that managers perform in their jobs.
2. Explain how and why companies create competitive advantage through people.
3. Explain the process that companies use to make sense of their changing environments.
4. Discuss the different methods that managers can use to effectively manage innovation in their organizations.
5. Examine how companies can access and share information and knowledge

**Syllabus**

**Teaching Hours**

<b>Unit I: Management: Introduction and History</b> <ul style="list-style-type: none"> <li>• Management Functions</li> <li>• Kinds of Manager and their roles</li> <li>• Companies 'expectation from 21<sup>st</sup> century manager</li> <li>• Mistake made by a manager during his initial tenure</li> <li>• Competitive advantage through people</li> <li>• Origin and development aspects of management</li> </ul>	03
<b>Unit II: Organizational Environments and Cultures</b> <ul style="list-style-type: none"> <li>• Changing Environment</li> <li>• General and Specific Environment</li> <li>• Organizational Cultures: Creation, Success, and Change</li> </ul>	02
<b>Unit III: Stakeholders, Ethics, and Corporate Social Responsibility</b> <ul style="list-style-type: none"> <li>• Stakeholder Management</li> <li>• Business Ethics and Social Responsibility: Why does it matters?</li> <li>• To Whom Are Organizations Socially Responsible?</li> <li>• Responses to Demands for Social Responsibility.</li> <li>• Social Responsibility and Economic Performance</li> </ul>	02
<b>Unit IV: Managing Individuals and a Diverse Work Force</b> <ul style="list-style-type: none"> <li>• Diversity: Differences That Matters</li> <li>• Surface-Level Diversity</li> <li>• Deep-Level Diversity</li> <li>• Managing Diversity</li> </ul>	02
<b>Unit V: Innovation and Change</b> <ul style="list-style-type: none"> <li>• Why innovation matters?</li> <li>• Managing innovation</li> <li>• Organizational Decline: The Risk of Not Changing</li> <li>• Managing Change</li> </ul>	02
<b>Unit VI: Global Management and Contemporary Issues in Management</b> <ul style="list-style-type: none"> <li>• Consistency or Adaptation</li> </ul>	04

<ul style="list-style-type: none"> <li>• Forms for Global Business</li> <li>• Becoming Aware of Cultural Differences</li> <li>• Finding the Best Business Climate</li> <li>• Contemporary issues in Management: Telework, Media as mediation, Care the underdog</li> <li>• Managing Information</li> </ul>	
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### **Suggested Readings:**

1. Williams, C., *MGMT*. South-Western Cengage Learning.
2. Byrnes, W. J., *Management and the Arts*. Focal Press.
3. Charles, H., W. L., & McShane, S. L., Principles of management. *New York*.
4. Kinicki, A., Williams, B. K., Scott-Ladd, B. D., & Perry, M., *Management: A practical introduction*. McGraw-Hill Irwin.
5. Kald, M., Nilsson, F., & Rapp, B., On strategy and management control: the importance of classifying the strategy of the business. *British Journal of Management*, 11(3), 197-212.
6. Chang, H. H., Technical and management perceptions of enterprise information system importance, implementation and benefits. *Information Systems Journal*, 16(3), 263-292.

w.e.f. Academic Year 2019-20 and onwards