



Teacher/Instructor: Fr. D. Venkateswarlu

Department of Master of Business

Administration Assistant Professor of MBA

Lesson Plan for a Day

Term/Semester/Year: Semester- I Semester I Year Batch: 2021 -23 Year 2021-22

MICRO LESSON PLAN

(ACCORDING TO BLOOMS DIGITAL TAXONOMY)

Programme	M.B.A
Semester	I Year - I Semester
Subject Title	Management and Organizational Behavior
Subject Code	MB1911
Class Hours	6
Total Hours	67
Credits	3
Max Marks	100
Unit & Title	Unit-I: Social Responsibility of Business
Teaching and Learning	White Board/ Power Point Presentation/Case Study//Video/E-material.

Detailed – Lesson 1 Administrative Management Lesson Objectives:	
Factual	Students will be able to know the evolution of management thought.
Conceptual	Students will be able to classify the different schools of management thought such as classical approach, neo-classical or behavioral approach and modern approach.
Procedural	Students will be able to design various principles, tools and techniques of management.
Applied	Students will be able to apply innovative management practices to realize organizational objectives.



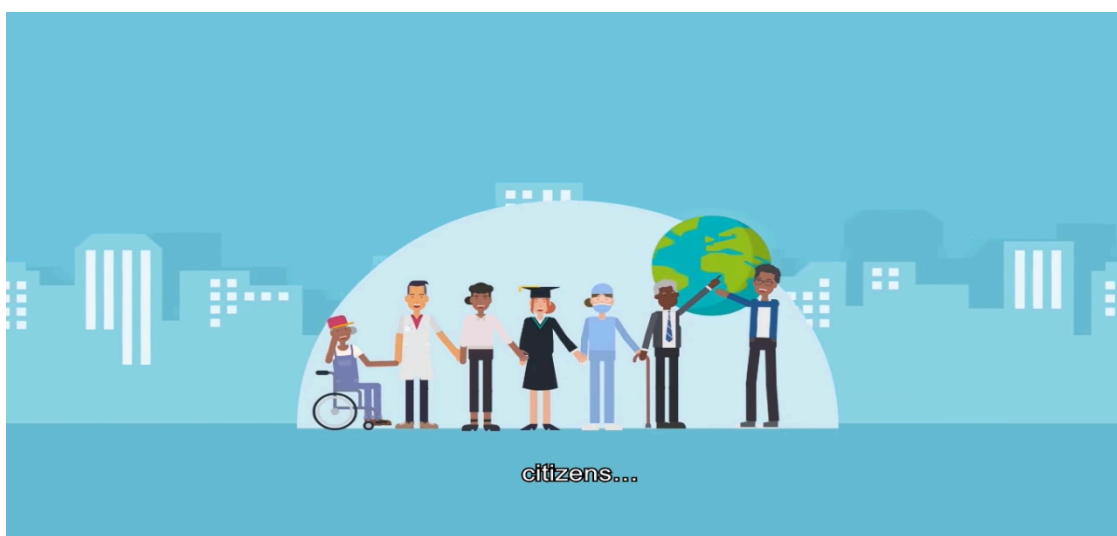
Prerequisite Knowledge:

Definition, Nature, Functions and Importance of Management, different levels of management.

Micro Lesson Plan: Day16. Social Responsibility of Business

1. Pre-Task Activity: Introduction to Retailing

In pre-task, a video has been forwarded to students to make them understand the basic concept of Social Responsibility.



Video Clip of pre-class activity

Video Link: https://www.youtube.com/watch?v=1bpf_sHebLI

Reference: Servier International You tube Channel

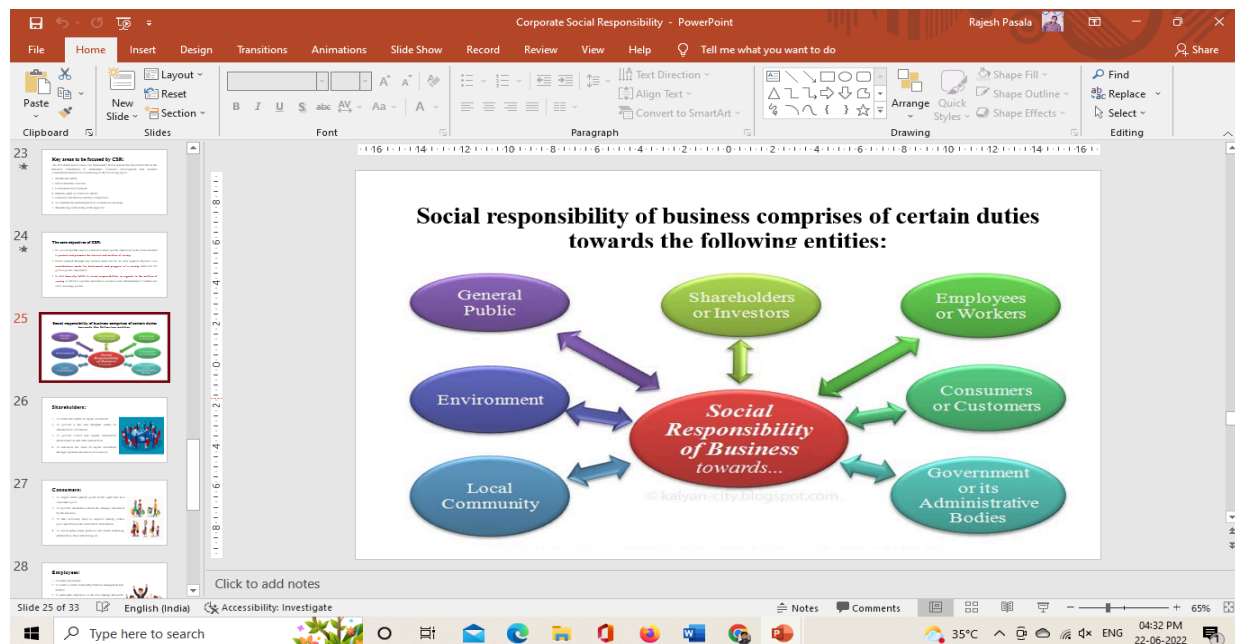
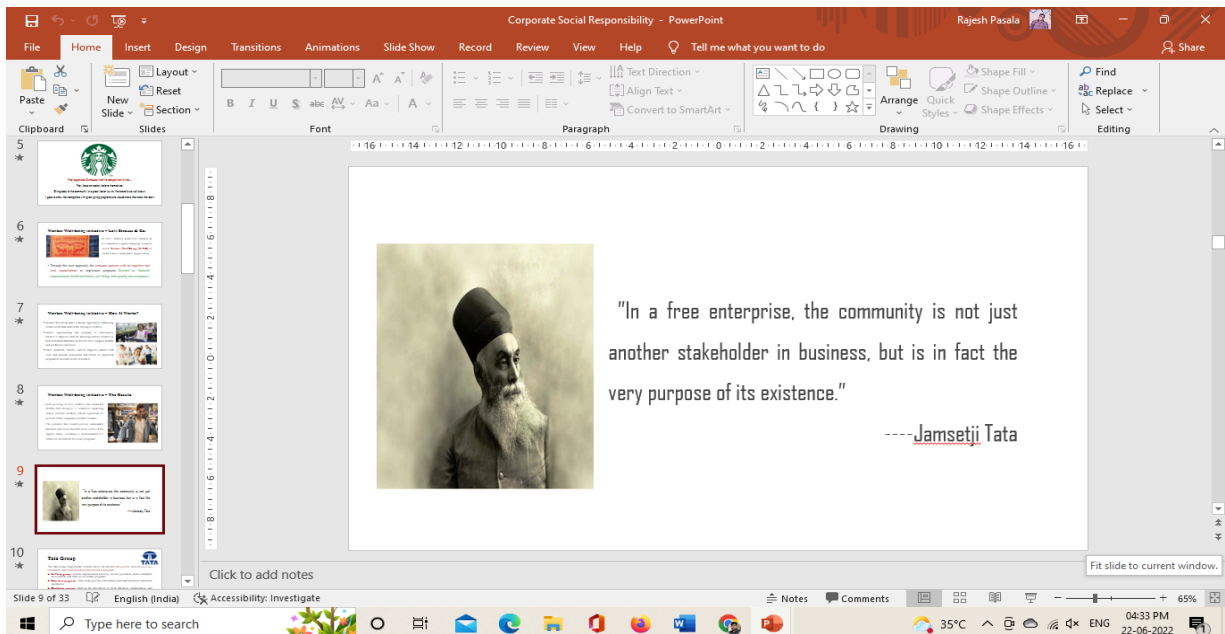


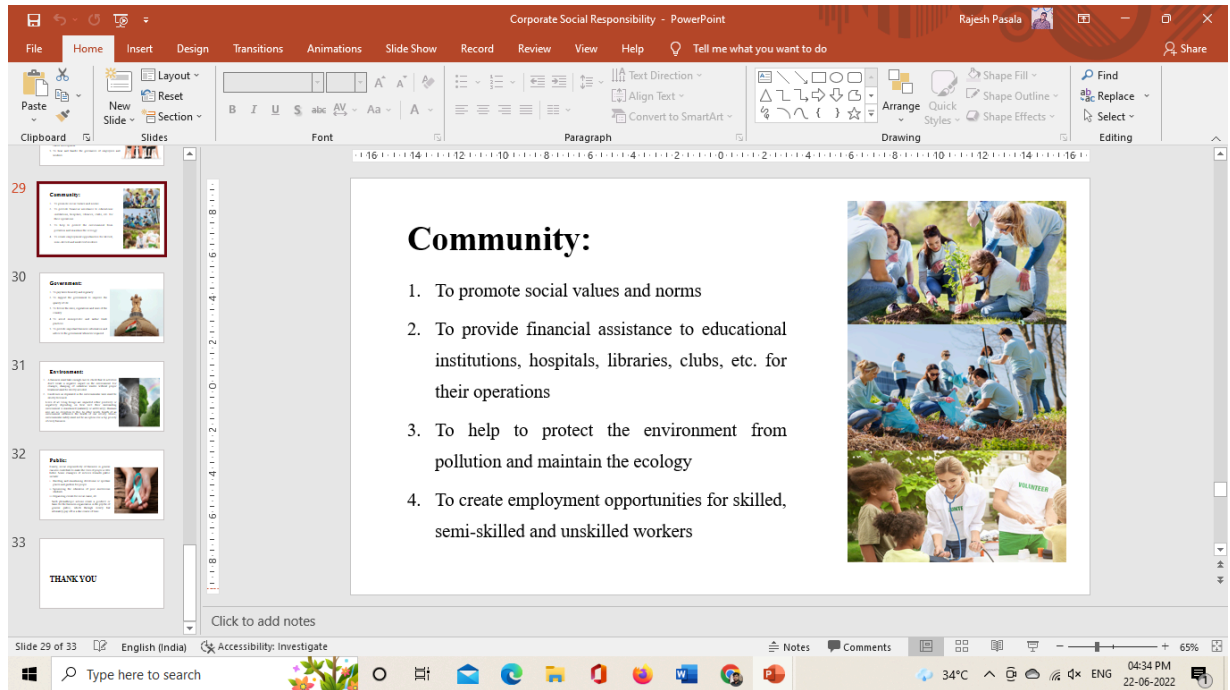
In-class Activity: Social Responsibility of Business

Key Words to remember: Social Responsibility, Health and safety, Environmental concerns, Community development, Human rights in relation to labor, Customer satisfaction and fair competition, Accountability and transparency in financial reporting, Maintaining relationship with suppliers, etc.

- Revision on previous class topic- Processes of Decision Making 5 minutes
- Discussion and clarification about pre- class activity – 5 minutes

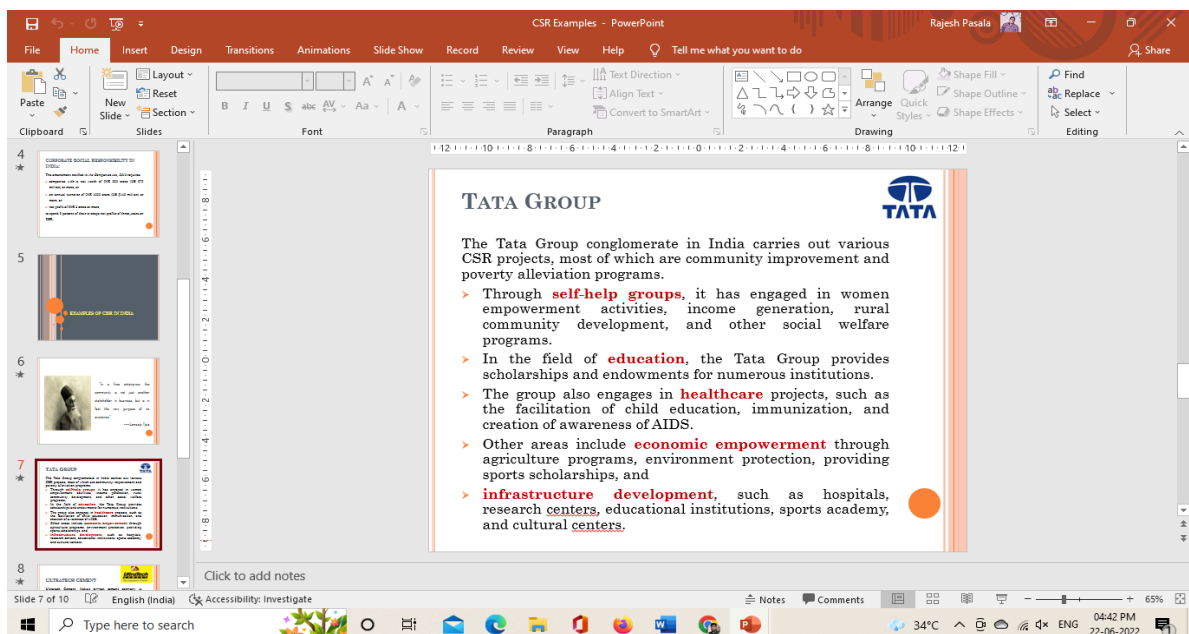
❖ Power Point Presentation during the class:





2. Post – task Activity: Example of CSR Activities followed by Indian Companies

In the post task activity, students are asked to study on practical examples relating to the CSR activities followed by some India Companies. Following are the sample work done by students:





ULTRATECH CEMENT

Ultratech Cement, India's biggest cement company is involved in social work across 407 villages in the country aiming to create sustainability and self-reliance.

- Its CSR activities focus on healthcare and family welfare programs, education, infrastructure, environment, social welfare, and sustainable livelihood.
- The company has organized medical camps, immunization programs, sanitization programs, school enrollment, plantation drives, water conservation programs, industrial training, and organic farming programs.



ITC GROUP

- ITC Group, a conglomerate with business interests across hotels, FMCG, agriculture, IT, and packaging sectors has been. **focusing on creating sustainable livelihood and environment protection programs** The company has been able to generate sustainable livelihood opportunities for six million people through its CSR activities.
- Their **e-Choupal program**, which aims to connect rural farmers through the internet for procuring agriculture products, covers 40,000 villages and over four million farmers.
- It's social and farm forestry program assists farmers in converting wasteland to pulpwood plantations. Social empowerment programs through micro-enterprises or loans have created sustainable livelihoods for over 40,000 rural women.

3. Discussion:

- Students will be able to understand the nature and importance of management in business.
- Students will be able to understand the evolution management thought and the detailed classification of it.
- Students will be able to develop various scientific and administration principle of management.
- Students will be able to plan, organize, direct and control the activities in the concerned department.



4. Summary:

- Management is the effective utilization of human and material resources to achieve the enterprise's objectives.
- The core of management knowledge lies within the classical school. Its key contributors are planning, organizing, leading, and controlling.
- Scientific Management includes finding the most efficient methods of production, scientific selection and training of workers, proper allotment of duties and work and achieving co-operation between workers & management.
- The 14 Principles of management given by Henry Fayol are particularly focused on the five management functions of an organization.
- The human relations approach revealed the importance of social and psychological factors in determining workers' productivity and satisfaction.
- Behavioral Science Approach emerged as a result of the contribution of psychologists, sociologists and anthropologists to the field of management.

5. References:

1. Harold Koontz, Heinz Weihrich, A.R.Aryasri, Principles of Management, TMH, 2010.
2. Dilip Kumar Battacharya, Principles of Management, Pearson, 2012.
3. Kumar, Rao, Chhaalill "Introduction to Management Science" Cengage Publications, New Delhi
4. V.S.P.Rao, Management Text and Cases, Excel, Second Edition, 2012.



Taxonomy of Objectives

Knowledge Dimension	Cognitive Process Dimension					
	Remember	Understand	Apply	Analyze	Evaluate	Create
A. Factual Knowledge	SO1,2	SO1,2	SO1,2			
B. Conceptual Knowledge	SO1,2	SO1,2	SO1,2			
C. Procedural Knowledge						
D. Meta Cognitive Knowledge						

Blooms Taxonomy - Revised

