



M.B.A. Semester I

PM01CMBA56: CONTEMPORARY ISSUES IN MANAGEMENT

Course Code	PM01CMBA56	Title of the Course	Contemporary Issues in Management
Total Credits of the Course	4	Hours per Week	4

Course Objectives	<ul style="list-style-type: none">To familiarize students with various contemporary topics related to management and their macro as well as micro issues.
	<ul style="list-style-type: none">To explain various managerial approaches adopted by organizations with changing decision-making times.
	<ul style="list-style-type: none">To develop an understanding of recent managerial aspects in various functional areas in Indian and global perspectives.
	<ul style="list-style-type: none">To provide examples demonstrating new and emerging areas of business.
	<ul style="list-style-type: none">To improve communication skills in various forms e.g. written and oral presentation.

Course Content		
Unit	Description	Weightage (%)
1.	Review of one book related to general reading and second related to management and presentation	30
2.	Research paper review and presentation	30
3.	Selected contemporary Issue- report and presentation	40

Teaching-Learning Methodology	Discussions and Guidance under the faculty's supervision, Reading and preparing assignments, writing reports and presentations.
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SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus with effect from the Academic Year 2021-2022

Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Book Reviews	30%
2.	Research Paper Reviews and Presentations	30%
3.	Contemporary Issue- Report and Presentation	40%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Demonstrate confidence by updating and broadening his/her knowledge base
2.	Get guidance to perform managerial duties in view of the latest updates
3.	Improve reading habits resulting in improved vocabulary and language proficiency
4.	Improve writing and presentation skills
5.	Enhance skills capability.

Suggested References:	
Sr. No.	References
1.	Books of general reading, management related books, newspapers, journals, magazines

Online Resources
e-books, magazines, newspapers, websites etc.