

Name of College: S. R. Luthra Institute of Management								
Faculty	Management			Program	Master of Business Administration (M.B.A.)			
Year				Version	1.0			
Semester	Even			Effective From	June 2023			
Course Code	Course Name			Management Lessons from Art, Culture and Media (Transdisciplinary Open Elective – TOE)				
Teaching Scheme				Examination Scheme				
Credits	Lecture (L)	Tutorial (T)	Practical (P)	ME	CE	SE	V	Total
02	02	---	---	---	---	---	---	---

Sr. No	Module	Description	Marks	Hours
1	I	Leadership Lessons <ul style="list-style-type: none"> • Chief input for business strategy • Keeper of organizational culture • Guide, teacher, or role model for employees Life Management Lessons <ul style="list-style-type: none"> • Valuing Relationship • Facing Difficulties and Achieving Goals. 		15
2	II	Communication Lessons <ul style="list-style-type: none"> • Campaign analysis • Information Gathering and Ethical Issues Case Studies and Presentations		15

REFERENCE

Books:	
1.	Besant, A. (n.d.). <i>The Great War Some Lessons From the Mahabharata</i> [Review of <i>The Great War Some Lessons From the Mahabharata</i>]. Theosophical publishing Society, Banaras/Madras.
2.	Pillai, R. (n.d.). <i>Corporate Chanakya on Management</i> [Review of <i>Corporate Chanakya on Management</i>]. Jaico.
3.	Santhanam, G. (n.d.). <i>Management Lessons from Movies</i> [Review of <i>Management Lessons from Movies</i>]. - https://sites.google.com/a/books-now.com/en980/9781946515278-71cinlisGEsumpsig91
Web resources:	
1.	https://library.um.edu.mo/ebooks/b17771201.pdf

