



## Centurion University of Technology & Management


### SCREENSHOTS OF CONTENT DEVELOPED

ON

### YOUTUBE (OSOU)

This document contains the screenshots of the course content developed for Odisha State Open University by the faculty of Centurion University of Technology and Management.

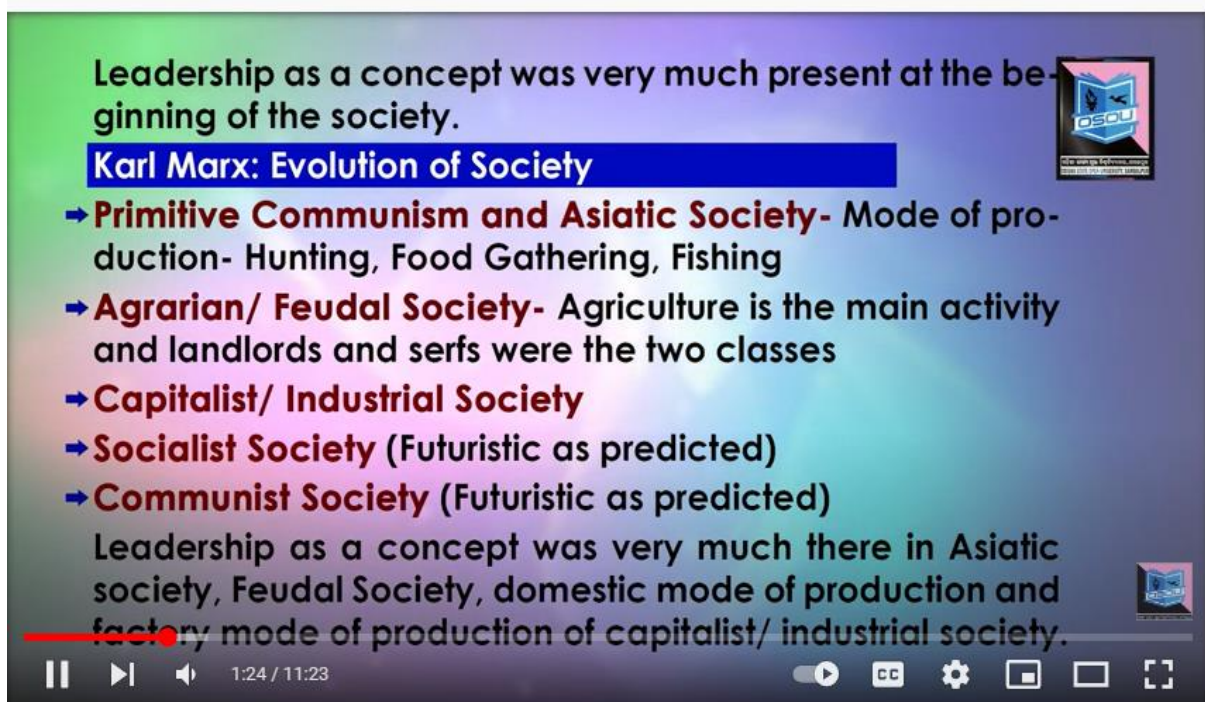
#### CONTENT CREATOR: DR. UMAKANTA NAYAK

1	Evolution and growth of leadership as a discipline	YouTube (OSOU)	<a href="https://youtu.be/N5s3euEi62U">https://youtu.be/N5s3euEi62U</a>
2	Leadership Traits	YouTube (OSOU)	<a href="https://youtu.be/sp6R6M8GL9I">https://youtu.be/sp6R6M8GL9I</a>
3	Styles of Leadership	YouTube (OSOU)	<a href="https://youtu.be/Upp0l_Uc4fc">https://youtu.be/Upp0l_Uc4fc</a>
4	Introduction to management	YouTube (OSOU)	<a href="https://youtu.be/_L1xRvVH8Kc">https://youtu.be/_L1xRvVH8Kc</a>
5	Nature of management	YouTube (OSOU)	<a href="https://youtu.be/5TND0V7JZPM">https://youtu.be/5TND0V7JZPM</a>
6	Scope and importance of management	YouTube (OSOU)	<a href="https://youtu.be/woG5uhPt2ko">https://youtu.be/woG5uhPt2ko</a>
7	Levels of Management	YouTube (OSOU)	<a href="https://youtu.be/ubnBKK2LQ0g">https://youtu.be/ubnBKK2LQ0g</a>
8	Management as Art, Science, Commerce and	YouTube (OSOU)	<a href="https://youtu.be/uTqb1o30Ixs">https://youtu.be/uTqb1o30Ixs</a>
	<p style="text-align: center;"><i>Anita Patra</i></p> <p style="text-align: center;">Dr. Anita Patra Registrar, CUTM</p> 		

9	Functions of management	YouTube (OSOU)	<a href="https://youtu.be/eensKl2n28I">https://youtu.be/eensKl2n28I</a>
10	Managerial Skills	YouTube (OSOU)	<a href="https://youtu.be/f8JalfevrFA">https://youtu.be/f8JalfevrFA</a>
11	Managerial roles	YouTube(OSOU)	<a href="https://youtu.be/yJsmICXqOkM">https://youtu.be/yJsmICXqOkM</a>
12	Difference between a manager and a leader	YouTube(OSOU)	<a href="https://youtu.be/ZZU5Les-kdM">https://youtu.be/ZZU5Les-kdM</a>
13	Trait theory of Leadership	YouTube(OSOU)	<a href="https://youtu.be/Avmhrshhv7Q">https://youtu.be/Avmhrshhv7Q</a>
14	Behavioural theory of Leadership	YouTube(OSOU)	<a href="https://youtu.be/XIPAo-M2UBo">https://youtu.be/XIPAo-M2UBo</a>
15	Contingency theory of Leadership	YouTube (OSOU)	<a href="https://youtu.be/VZAdcN4StNc">https://youtu.be/VZAdcN4StNc</a>
16	Transaction vs. Transformational Leadership	YouTube (OSOU)	<a href="https://youtu.be/ypl2gFIJZcU">https://youtu.be/ypl2gFIJZcU</a>
17	Foundation of Group behaviour	YouTube (OSOU)	<a href="https://youtu.be/XDpsvgcs_zQ">https://youtu.be/XDpsvgcs_zQ</a>
18	Types of Group	YouTube (OSOU)	<a href="https://youtu.be/7Au7PW08qUk">https://youtu.be/7Au7PW08qUk</a>
19	Group development	YouTube (OSOU)	<a href="https://youtu.be/p7WgbkhenVE">https://youtu.be/p7WgbkhenVE</a>
20	Group properties: roles, norms and cohesiveness	YouTube (OSOU)	<a href="https://youtu.be/dBP1O4ccOrs">https://youtu.be/dBP1O4ccOrs</a>
21	Group decision making	YouTube(OSOU)	<a href="https://youtu.be/OQIHLD_Z2FE">https://youtu.be/OQIHLD_Z2FE</a>

Topic: Evolution and growth of leadership as a discipline

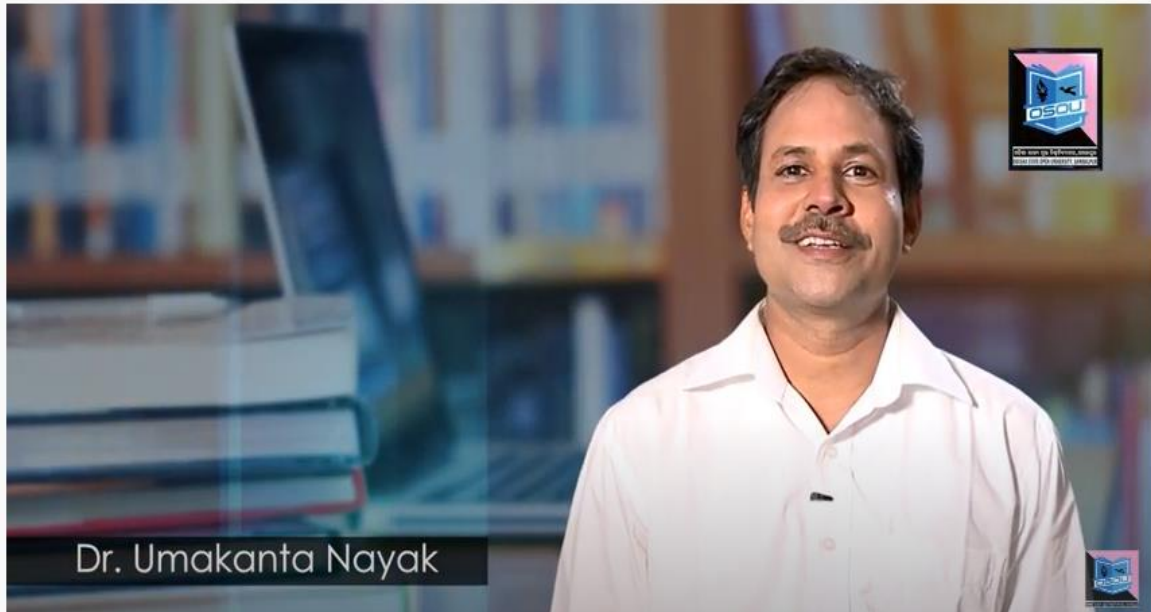
Link : <https://youtu.be/N5s3euEi62U>





Name : Dr. Umakanta Nayak

Topic : Leadership Traits

Link: <https://youtu.be/sp6R6M8GL9I>

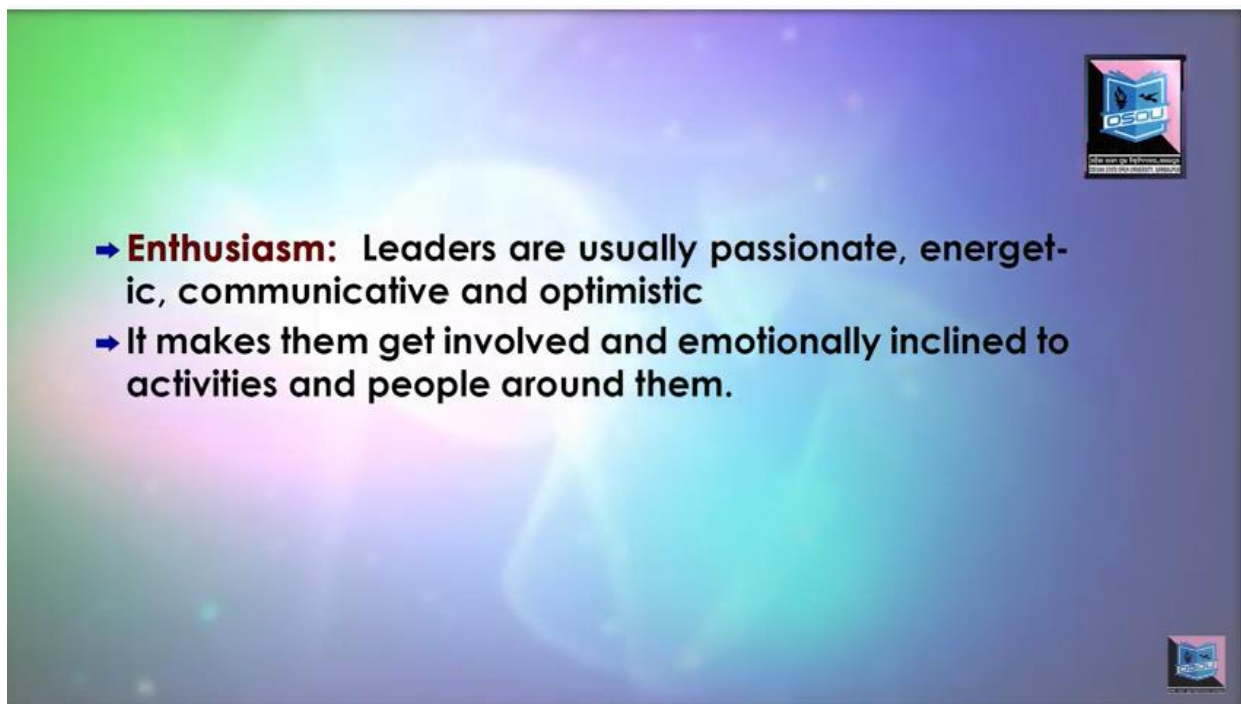


- 
- **Emotional stability:** Effective leaders must be emotionally stable.
  - They should be able to handle frustration and stress.
  - Leaders should have the capability to adjust and adapt to the changing situations
  - Should have certain level of maturity to operate under pressure and in dealing with difficult situations and people.
- 

Name: Dr. Umakanta Nayak

Topic: Styles of Leadership

Link : [https://youtu.be/Upp0l\\_Uc4fc](https://youtu.be/Upp0l_Uc4fc)



Name : Dr. Umakanta Nayak



Topic: Introduction to management

Link : [https://youtu.be/ L1xRvVH8Kc](https://youtu.be/L1xRvVH8Kc)



**Evidences of Management in Pre-scientific era**

- Sumerian temple priests developed a vast tax system
- Egypt: The great pyramid of Cheops covers 13 acres and contains 2,300,000 stone blocks each weighing an average of two and one-half tons
- Babylonia: Babylonian business transactions were highly documented on tablets
- Code of Hammurabi- Responsibilities, Control
- Sun Tzu , Chinese philosopher in the book 'The Art of War' mentioned  
Strategy, Planning, Directing, Scientific Selection
- Kautilya- Arthasastra



Name : Dr. Umakanta Nayak

Topic : Nature of Management

Link : <https://youtu.be/5TND0V7JZPM>



Name : Dr. Umakanta Nayak

Topic : Scope and importance of management

Link : <https://youtu.be/woG5uhPt2ko>



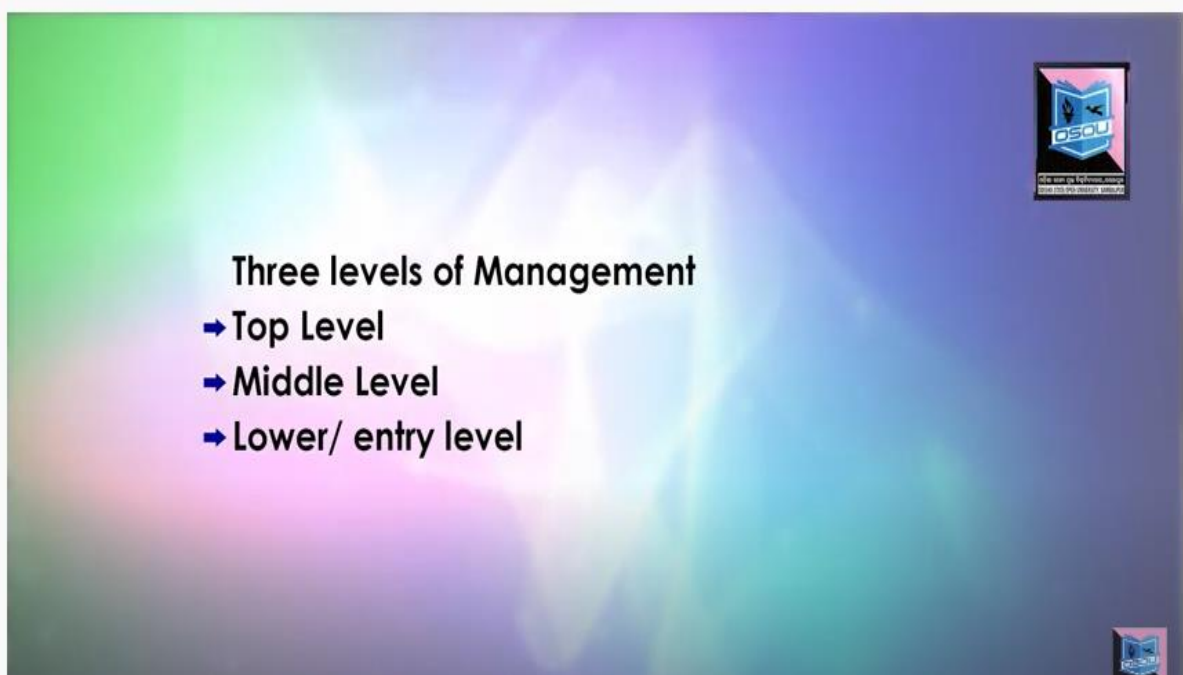
A slide with a colorful, abstract background. The title "Functional or activities perspective" is in a blue box. Below it are two bullet points: "→ Production, service sector" and "→ Human Resource, Marketing, Finance, system management etc.". A small logo is in the top right corner.

Name : Dr. Umakanta Nayak

Topic : Levels of Management

Link : <https://youtu.be/ubnBKK2LQ0g>





Name : Dr. Umakanta Nayak

Topic : Management as Art, Science, Commerce

Link : <https://youtu.be/uTqb1o30Ixs>



A presentation slide with a colorful, abstract background of purple, blue, and green. The text is centered on the left side. It starts with a blue arrow pointing to the right, followed by the text "Management as an art depends on individual traits of manager". Below this is a bulleted list of seven traits: Intelligence, Charisma, Decisiveness, Self-confidence, Enthusiasm, and Intuitiveness. There are two small logos in the top right and bottom right corners of the slide, both featuring the letters "OSOU" and a book icon.

Name :Dr. UmakantaNayak

Topic : Functions of management

Link : <https://youtu.be/eensK12n28I>

A presentation slide with a colorful, abstract background. The title "Planning" is in a blue box. Below it is a list of seven items, each preceded by a blue arrow. There are two small logos in the top right and bottom right corners of the slide.

**Planning**

- Process of setting goals and choosing the means to achieve those goals.
- Forecasting
- Resource mapping
- Prioritization
- Sequencing
- Formulation of policies and programs
- Preparation of schedules and procedures

Name : Dr. Umakanta Nayak

Topic : Managerial Skills

Link: <https://youtu.be/f8JalfvrFA>

A presentation slide with a colorful, bokeh-style background. The title "Technical Skills" is in a blue box. Below it is a bulleted list of three items. The O.S.U. logo is in the top right corner, and a smaller version is in the bottom right corner.

**Technical Skills**

- Knowledge and proficiency in a specific field
- Methods, processes, procedures and techniques
- analytical ability, Use of Tools in domain

Name : Dr. Umakanta Nayak

Topic : Managerial roles

Link: <https://youtu.be/yJsmICXqOkM>

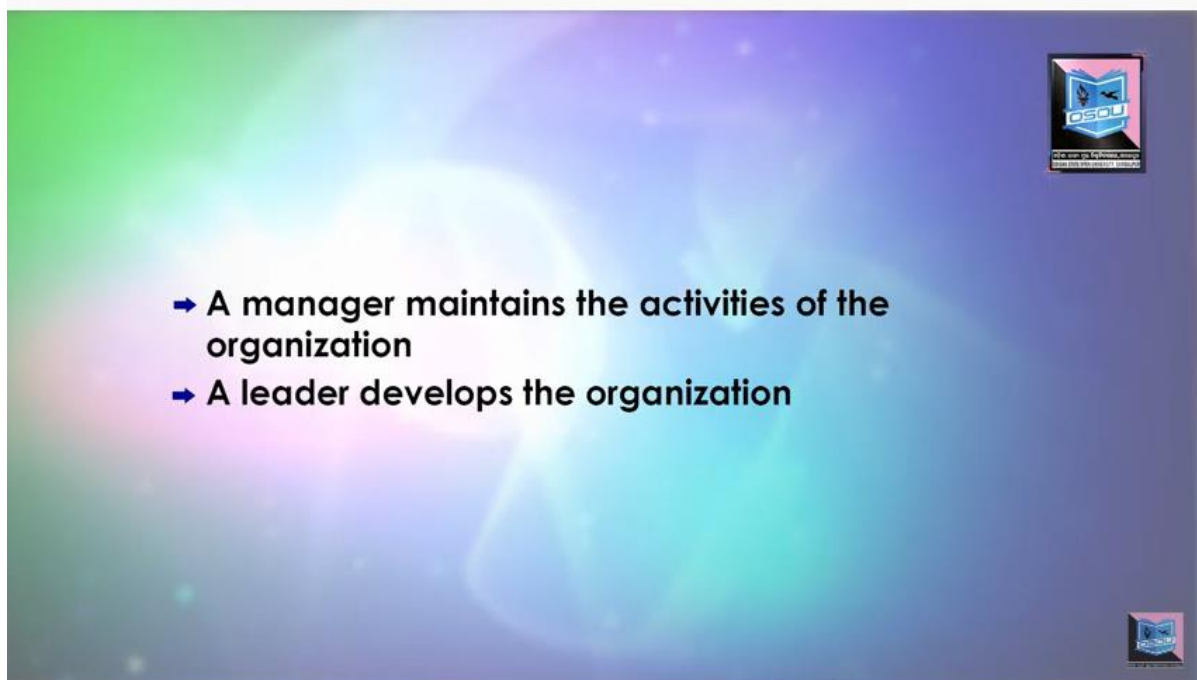
A table with a light beige background and a black border, set against a colorful gradient background. The OSCU logo is in the top right corner. The table lists three types of interpersonal roles: Figurehead, Leader, and Liaison, each with a brief description.

Interpersonal	
Figurehead	Symbolic head; required to perform a number of routine duties of a legal or social nature
Leader	Responsible for the motivation and direction of employees
Liaison	Maintains a network of outside contacts who provide favors and information

Name : Dr. Umakana Nayak

Topic : Difference between a manager and a leader

Link: <https://youtu.be/ZZU5Les-kdM>



Name: Dr. Umakanta Nayak

Topic: Trait theory of Leadership

Link: <https://youtu.be/Avmhrshhv7Q>



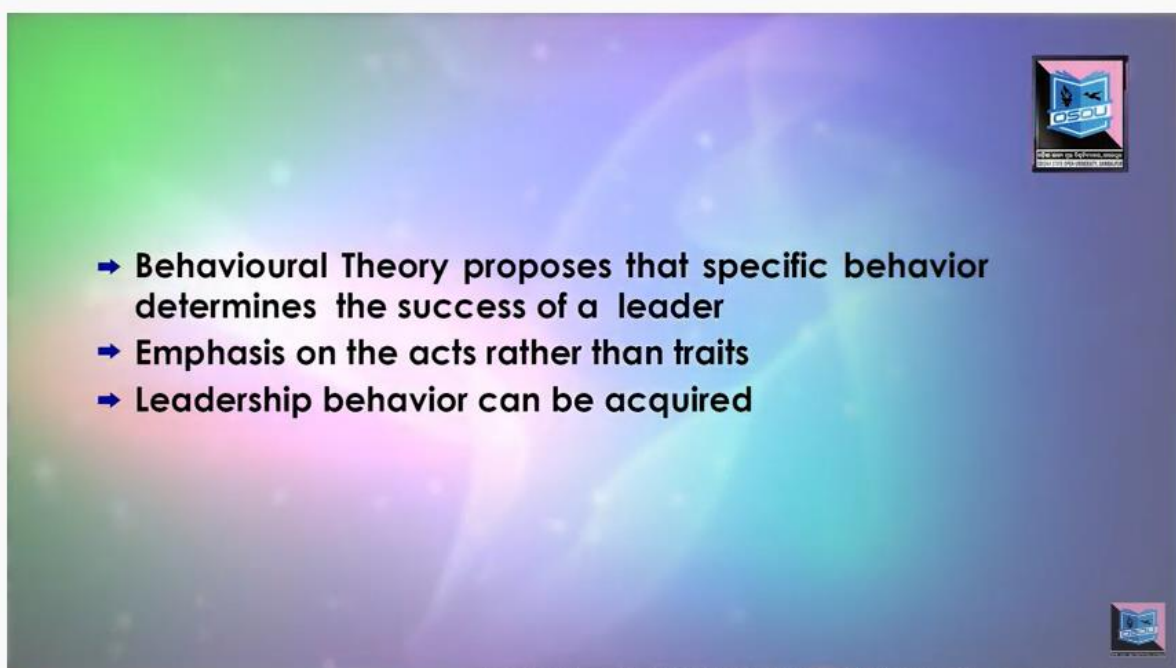
**Trait Theory**

- Classical Approach
- Theories that consider personality, social, physical, or intellectual traits to differentiate leaders from non-leaders
- Importance has been given to personal traits
- Major leaders and their traits are studied to bring out the common features

Name: Dr. Umakanta Nayak

Topic: Behavioural theory of Leadership

Link: <https://youtu.be/XIPAo-M2UBo>



Name: Dr.Umakanta Nayak

Topic: Contingency theory of Leadership

Link: <https://youtu.be/VZAdcN4StNc>





## Important Contingency models

- Fiedler Contingency Model
- Cognitive Resource Theory
- Hersey and Blanchard's Situational Leadership Model
- Path Goal Theory

### Assumptions underlying the different models:

- ➔ **There is no best way to lead in all situation**
- ➔ **Effective leadership styles vary with situations**
  - Fiedler: Leader's style is fixed.
  - Other's: Leader's style can and should be changed.

Name: Dr. Umakanta Nayak

Topic: Transaction vs. Transformational Leadership

Link: <https://youtu.be/VZAdcN4StNc>



## **Transformational Leadership**

- One of the current and most popular approaches to leadership that has been the focus of much research since the early 1980s is the transformational approach.
- The term transformational leadership was first coined by Downton (1973)
- As its name implies, transformational leadership is a process that changes and transforms people.

Name: Dr. Umakanta Nayak

Topic: Foundation of Group behaviour

Link: [https://youtu.be/XDpsvgcs\\_zQ](https://youtu.be/XDpsvgcs_zQ)



**Group is:**

- two or more individuals interacting and interdependent, who have come together to achieve particular objectives
- a collection of two or more interacting individuals with a stable pattern of relationships between them, who share common goals and perceive themselves as being a group

Name: Dr. Umakanta Nayak

Topic: Types of Group

Link: <https://youtu.be/7Au7PW08qUk>



**Communication Channel**

- In formal group communication flows in fixed path or structured manner
- In informal group communication does not follow any structure

Name: Dr. Umakanta Nayak

Topic: Group development

Link: <https://youtu.be/p7WgbkhenVE>



### **Punctuated-Equilibrium Model**

Temporary groups under time constrained deadlines go through transitions between inertia and activity


#### **Sequence of Actions**

1. Setting group direction
2. First phase of inertia
3. Half-way point transition
4. Major changes
5. Second phase of inertia
6. Accelerated activity to complete the task

Name: Dr. Umakanta Nayak

Topic: Group properties: roles, norms and cohesiveness


Link: <https://youtu.be/dBP1O4ccOrs>



**Role Identity:**  
-Certain attitudes and behaviors consistent with a role

**Role Perception:**  
-An individual's view of how he or she is supposed to act in a given situation

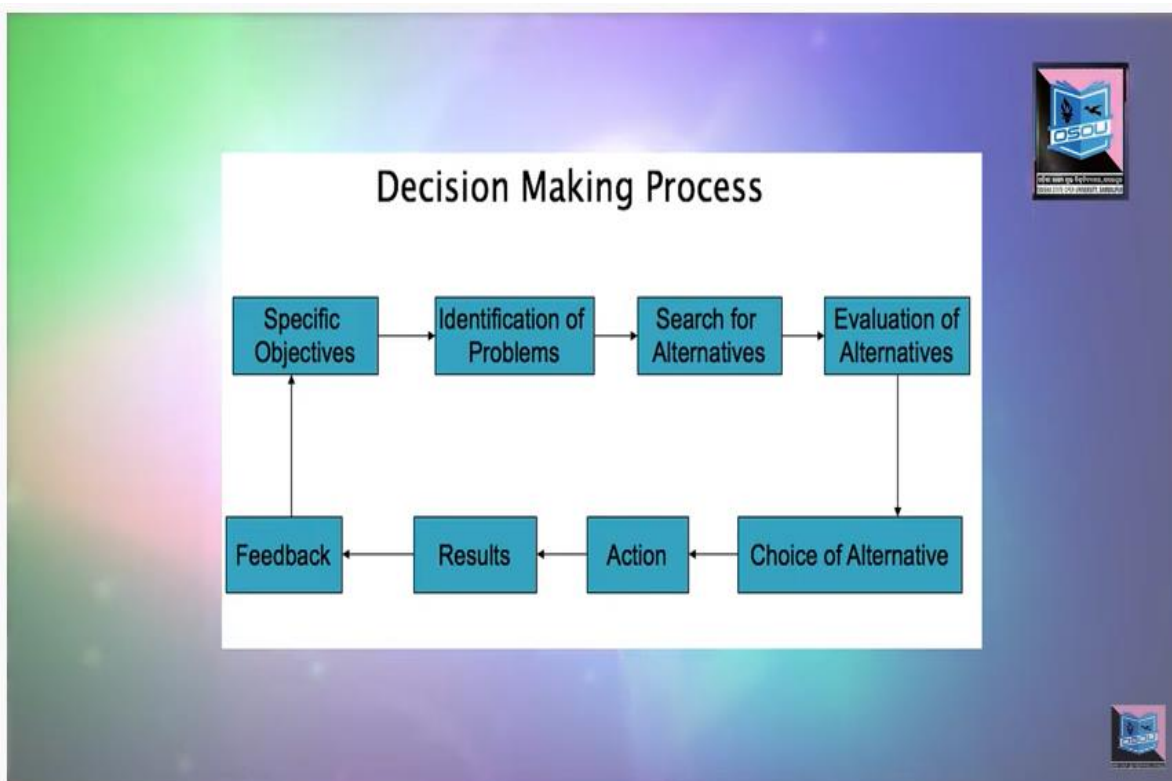
**Role Expectations:**  
-How others believe a person should act in a given situation



Name: Dr. Umakanta Nayak

Topic: Group decision making

Link: [https://youtu.be/OQIHLD\\_Z2FE](https://youtu.be/OQIHLD_Z2FE)



Anita Patra

Dr. Anita Patra

Registrar, CUTM

