

**A Report on “Remembrance Day of Peter F Drucker”
organized by Management Studies on 18/11/2023**

Department of MBA, under the deference stewardship of Dr Geetha Devi Mam, HoD of MBA conducted the program on “Remembrance Day of Peter F Drucker.” This day was celebrated as his birthday is on 19th November. All faculty members and Students attended the program and made it a successful event.



Inception of Meeting:

Mr. Kiran initiated the meeting and welcomed all the faculty members onto the stage. He has given a brief introduction about the importance of the day and how Peter F. Drucker has changed the business world with his writings.

First- String Speech of Dr Geetha Devi Mam:

Dr Geetha Devi gave a top-notch speech on Peter F Drucker. She elaborated on the importance of Peter F Drucker in the business world. She explained some of the interesting aspects of the life of Peter F Drucker. Some of them are as follows:

- Drucker, who received a doctoral degree in international and public law at the University of Frankfurt (1931), worked as a journalist in Germany but fled to England when Adolf Hitler rose to power in 1933.
- He remained in England until 1937 when he moved to the United States to work as an adviser to British banks and as a foreign correspondent for several British newspapers; he became a U.S. citizen in 1943.
- Drucker later taught at New York University (1950–71) and at Claremont Graduate University (1971–2005).

She also explained different inspirational quotations given by Peter F Drucker that transformed/ Shifted the gears of the business. Some of the Quotes are as below:

- Management is doing things right; leadership is doing the right things.
- There is nothing so useless as doing efficiently that which should not be done at all.
- Efficiency is doing things right; effectiveness is doing the right things.
- Knowledge has to be improved, challenged and increased constantly, or it vanishes.
- The best way to predict your future is to create it
- If you want something new, you have to stop doing something old
- The most important thing in communication is to hear what isn't being said.
- Unless commitment is made, there are only promises and hopes; but no plans.
- No one learns as much about a subject as one who is forced to teach it.
- The leaders who work most effectively, it seems to me, never say "I." And that's not because they have trained themselves not to say "I." They don't think "I." They think "we"; they think "team." They understand their job to be to make the team function. They accept responsibility and don't sidestep it, but "we" gets the credit. This is what creates trust, what enables you to get the task done.





Flabbergasted Speech by Dr Srinivasa Krishna: Later, Dr Srinivasa Krishna gave a Scintillating speech on how Peter F Drucker's writing influenced great businesspersons and how his teachings practically impacted the business scenario. He explained to students how customer relationship plays a crucial role in getting profits for the organizations. Some of the bullet points Dr Srinivasa Krishna elaborated to students are:

- Peter Drucker is best known for his work in business management.
- He is often revered as the person who modernized corporate management.
- Drucker consulted for many large corporations to help advise on their management style and published many works explaining his management theory.
- At the core of Drucker's management theory lie the concepts of decentralization, knowledge work (in fact, he coined the term "knowledge worker"), management by objectives (MBO), and the SMART goal method.
- Decentralization means that managers should empower employees by delegating tasks.
- MBO involves superiors and their subordinates working together to set common goals, identify employees' areas of expertise, and define measurable expected results.
- The SMART method means that those goals need to be specific, measurable, achievable, relevant, time-specific, and recorded.

Dr Srinivasa Krishna concluded his speech with some inspirational words to students about Peter F Drucker's teachings and how to practically apply them in the business world.



Speech of Instigation by Dr.Sremmant Basu: Dr.Sremmant Basu shared his personal experiences with the students when he directly met Peter F Drucker. He asked the students to read Peter F Drucker's books and told them some of the books that would give an idea about the business world.

The books he asked the students to refer to are as follows:

1. The Effective Executive: The Definitive Guide to Getting the Right Things Done
2. Managing Oneself
3. Innovation and Entrepreneurship
4. Essential Drucker, The
5. The Practice of Management
- 6.

Dr. Sremmant Basu Congratulated Dr. Geetha Devi for her initiation to conduct this wonderful event of Peter F Drucker Remembrance Day on the day before his birth Anniversary. He suggested conducting this event every year from now on and concluded the event by thanking all who made this event a success.

Programme Outcomes:

6. Students got an awareness of Peter Drucker's influence on the world of business.
7. They also learned some practical examples of principles of Peter Drucker, formulated about startups.
8. Students comprehended some of the influential quotations given by Peter Drucker.
9. Students came to know about the books written by Peter Drucker and the influence of his literature on business macrocosm.