Academic Course Description

BHARATH UNIVERSITY
Faculty of Engineering and Technology
Department of Electrical and Electronics Engineering

BBA001 PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

Seventh semester (Odd Semester)

Course (catalog) description

Familiarize the students with the fundamental concepts of Management and to highlight the approaches in organization behavior

Compulsory/Elective course: Elective for EEE students

Credit & Contact hours : 3 and 45 hours

Course Coordinator : Dr.FabiyolaKavitha

Instructors : Ms.Dhivya

Name of the instructor	Class handling	Office location	Office phone	Email (domain:@ bharathuniv.ac.in	Consultation
Ms.Dhivya	Final year EEE	KS 304	04422290125	Praveenkumar.mba@bharathuniv.ac.in	12.30 PM-1.30 PM

Relationship to other courses:

Pre –requisites **:** Professional Course

Syllabus Contents

UNIT –I NATURE OF MANAGEMENT 9

Definition – theory and practice – effective management – Management : Science of Art – Management in India. Development of Management thoughts – Taylor's – Henry Fayol – Hawthrone experiment – Barnard & Social system – Herbert Simon – Peter Drucker – Various approaches – Management thoughts.

UNIT- IIMANAGEMENT PROCESS 9

Co-ordination – Functions of management – Managers and environment – External and internal Business Ethics – Planning – Fundamentals – Definitions & Features – Steps in planning – types of planning – Objectives – Concepts and features – Hierarchy of objectives – role – Process of MBO – Policy & Strategy – Decision making process – Individual Vs Group Decisions.

UNIT- III ORGANIZATION STRUCTURE 9 Organizing – Theory & Approach –Authority & Responsibility – Delegation – Centralization & Decentralization – Line & Staff Relationship – Staffing – Fundamentals – System approach – Manpower Planning – Recruitment & Selection – Training and development – Performance appraisal – Direction – Fundamentals Motivation – Theories of Motivation-Maslow's Hersberg'sMaClelland's theory X,Y & Z leadership – Theories and Styles – Communication – Type – Controlling – System and Process.

UNIT- IV ORGANIZATIONAL BEHAVIOUR 9

Definition – Organization – Managerial Role and Functions – Organizational Approaches, Individual behaviour – Causes – Environmental effect – Behaviour and performance, perception – Organizational implications, Personality – Contributing factors – Dimension, Motivation – Need Theories – Process Theories – Job satisfaction, Learning and Behaviour – Learning Curves, Work Design and Approaches.

UNIT –VGROUPBEHAVIOUR 9

Groups – Contributing factors –Group Norms, types – Causes – Intergroup relations – Conflict and Resolution – Change Process –Resistance to change.

Text book(s) and/or required materials

1. Herald Knootz and Heinz weihrich, 'Essentials of Management', McGraw Hill Publishing Company, Singapore International Edition, 2004.
2. Ties AF, Stoner and R. Edward Freeman, "Management" Prentice Hall of India Pvt. Ltd., New Delhi - 110011, 1995.

Reference Books:

1. Joseph I. Massie 'Essentials of Management', Prentice Hall of India Pvt. Ltd,New Delhi -110011, 2004.
2. L.M. Prasad "Principles and Practice of Management", Sultan Chand & Sons.2001
3. Uma Sekaran, "Organizational Behaviour", Tata McGraw Hill, 2007.
4. https://www.extension.harvard.edu

Computer usage:

Professional component

General	-	0%
Basic Sciences	-	0%
Engineering sciences & Technical arts	-	0%
Professional subject	-	0%
Open Elective	-	100%

Broad area :

Test Schedule

S. No.	Test	Tentative Date	Portions	Duration
1	Cycle Test-1	August 1st week	Session 1 to 14	2 Periods
2	Cycle Test-2	September 2nd week	Session 15 to 28	2 Periods
3	Model Test	October 2nd week	Session 1 to 45	3 Hrs
4	University Examination	TBA	All sessions / Units	3 Hrs.

Mapping of Instructional Objectives with Program Outcome

Familiarize the students with the fundamental concepts of Management and to highlight the approaches in organization behavior	Correlates to program outcome		
	H	**M**	**L**
1. Understanding the concepts of Management	a,f,k		
2. Knowledge on Management Functions	b,i	d	
3. Understanding the Organization Theory & Approach.	j	a,h	
4. Knowledge on the Concepts of Motivation	d,k	c	
5. Clear insight on the factors contributing to discipline		g	
6. In-depth Understanding about the concepts of Group Behavior	d		l

H: high correlation, M: medium correlation, L: low correlation

Draft Lecture Schedule

S.no	Topic	Problem solving Yes/No	Text/chapter
UNIT I	**NATURE OF MANAGEMENT**		
1.	Definition, theory and practice	No	T1,T2
2.	effective management, Management	No	
3.	Science of Art Management in India.	No	
4.	Development of Management thoughts	No	
5.	Taylor's,– Henry Fayol , Hawthrone experiment	No	
6.	Barnard & Social system	No	
7.	Herbert Simon	No	
8.	Peter Drucker – Various approaches	No	
9.	Management thoughts.	No	
UNIT II	**MANAGEMENT PROCESS**		
10.	Co-ordination – Functions of management	No	T1,R2
11.	Managers and environment – External and internal	No	
12.	Business Ethics – Planning – Fundamentals	No	
13.	Fundamentals – Definitions & Features	No	
14.	Steps in planning	No	
15.	types of planning – Objectives – Concepts and features	No	
16.	Hierarchy of objectives – role – Process of MBO	No	
17.	Policy & Strategy – Decision making process	No	
18.	Individual Vs Group Decisions.	No	
UNIT III	**ORGANIZATION STRUCTURE**		
19.	Organizing – Theory & Approach –Authority & Responsibility	No	T2,T1
20.	Delegation – Centralization & Decentralization	No	
21.	Line & Staff Relationship – Staffing – Fundamentals – System approach	No	
22.	Manpower Planning – Recruitment & Selection – Training and development	No	
23.	Performance appraisal	No	
24.	Direction – Fundamentals Motivation	No	
25.	Theories of Motivation-Maslow's Hersberg'sMaClelland's theory X,Y & Z leadership	No	

26.	Theories and Styles, Communication – Type	No	
27.	Controlling – System and Process	No	
UNIT IV ORGANIZATIONAL BEHAVIOUR			
28.	Definition – Organization – Managerial Role and Functions	No	T1,T2
29.	Organizational Approaches, Individual behaviour	No	
30.	Causes – Environmental effect	No	
31.	Behaviour and performance, perception	No	
32.	Organizational implications, Personality	No	
33.	Contributing factors – Dimension, Motivation – Need Theories	No	
34.	Process Theories, Job satisfaction,	No	
35.	Learning Curves,Learning and Behaviour	No	
36.	Work Design and Approaches	No	
UNIT V VGROUPBEHAVIOUR			
37.	Groups	No	T1,R1
38.	Contributing factors	No	
39.	Group Norms, types	No	
40.	Group Norms, types	No	
41.	Causes – Intergroup relations	No	
42.	Causes – Intergroup relations	No	
43.	Conflict and Resolution	No	
44.	Conflict and Resolution	No	
45.	Change Process, Resistance to change	No	

Teaching Strategies

The teaching in this course aims at establishing a good fundamental understanding of the areas covered using:

- Formal face-to-face lectures
- Tutorials, which allow for exercises in problem solving and allow time for students to resolve problems in understanding of lecture material.
- Laboratory sessions, which support the formal lecture material and also provide the student with practical construction, measurement and debugging skills.
- Small periodic quizzes, to enable you to assess your understanding of the concepts.

Evaluation Strategies

Cycle Test – I	-	5%
Cycle Test – II	-	5%
Model Test	-	10%
Assignment	-	5%
Attendance	-	5%
Final exam	-	70%

Prepared by: **Dated :**
Dr.FabiyolaKavitha

Addendum

ABET Outcomes expected of graduates of B.Tech / EEE / program by the time that they graduate:

a) An ability to apply knowledge of mathematics, science, and engineering fundamentals.

b) An ability to identify, formulate, and solve engineering problems.

c) An ability to design a system, component, or process to meet the desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability.

d) An ability to design and conduct experiments, as well as to analyze and interpret data.

e) An ability to use the techniques, skills, and modern engineering tools necessary for engineering practice.

f) An ability to apply reasoning informed by the knowledge of contemporary issues.

g) An ability to broaden the education necessary to understand the impact of engineering solutions in a global, economic, environmental, and societal context.

h) An ability to understand professional and ethical responsibility and apply them in engineering practices.

i) An ability to function on multidisciplinary teams.

j) An ability to communicate effectively with the engineering community and with society at large.

k) An ability in understanding of the engineering and management principles and apply them in project and finance management as a leader and a member in a team.

l) An ability to recognize the need for, and an ability to engage in life-long learning.

Program Educational Objectives

PEO1: PREPARATION
Electrical Engineering Graduates are in position with the knowledge of Basic Sciences in general and Electrical Engineering in particular so as to impart the necessary skill to analyze and synthesize electrical circuits, algorithms and complex apparatus.

PEO2: CORE COMPETENCE
Electrical Engineering Graduates have competence to provide technical knowledge, skill and also to identify, comprehend and solve problems in industry, research and academics related to power, information and electronics hardware.

PEO3: PROFESSIONALISM
Electrical Engineering Graduates are successfully work in various Industrial and Government organizations, both at the National and International level, with professional competence and ethical administrative acumen so as to be able to handle critical situations and meet deadlines.

PEO4: SKILL
Electrical Engineering Graduates have better opportunity to become a future researchers/ scientists with good communication skills so that they may be both good team-members and leaders with innovative ideas for a sustainable development.

PEO5: ETHICS
Electrical Engineering Graduates are framed to improve their technical and intellectual capabilities through life-long learning process with ethical feeling so as to become good teachers, either in a class or to juniors in industry.

Course Teacher	Signature
Dr.FabiyolaKavitha	

Course Coordinator **HOD/EEE**

(Dr.FabiyolaKavitha) ()