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| Course Number and Name | | | | | | | | | | | | | |
| BBA001 & Principles Of Management And Organizational Behaviour | | | | | | | | | | | | | |
| Credits and Contact Hours | | | | | | | | | | | | | |
| 3 & 45 | | | | | | | | | | | | | |
| Course Coordinator's Name | | | | | | | | | | | | | |
| Dr. Fabiyola Kavitha | | | | | | | | | | | | | |
| Text Books and References | | | | | | | | | | | | | |
| Text Books: | | | | | | | | | | | | | |
| 1. Herald Knootz and Heinz wehrich, '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. | | | | | | | | | | | | | |
| References: | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |
| Course Description | | | | | | | | | | | | | |
| Familiarize the students with the fundamental concepts of Management and to highlight the approaches in organization behavior | | | | | | | | | | | | | |
| Prerequisites | | | | | | | Co-requisites | | | | | | |
| Professional Courses | | | | | | | Nil | | | | | | |
| required, elective, or selected elective (as per Table 5-1) | | | | | | | | | | | | | |
| Required | | | | | | | | | | | | | |
| Course Outcomes (COs) | | | | | | | | | | | | | |
| CO1: Understanding the concepts of Management | | | | | | | | | | | | | |
| CO2: Knowledge on Management Functions | | | | | | | | | | | | | |
| CO3: Understanding the Organization Theory & Approach. | | | | | | | | | | | | | |
| CO4: Knowledge on the Concepts of Motivation | | | | | | | | | | | | | |
| CO5: Clear insight on the factors contributing to discipline | | | | | | | | | | | | | |
| CO6: In-depth Understanding about the concepts of Group Behavior | | | | | | | | | | | | | |
| Student Outcomes (SOs) from Criterion 3 covered by this Course | | | | | | | | | | | | | |
| COs/SOs | a | b | c | d | e | f | g | h | i | j | k | l | |
| CO1 | H | | | | | H | | | | | H | | |
| CO2 | | H | | M | | | | | H | | | | |
| CO3 | M | | | | | | | M | | H | | | |

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| CO4 | | | M | H | | | | | | | H | |
| CO5 | | | | | | | M | | | | | |
| CO6 | | | | H | | | | | | | | L |

List of Topics Covered

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 – Hawthorne 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’s MaClelland’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 –V GROUPBEHAVIOUR 9

Groups – Contributing factors – Group Norms, types – Causes – Intergroup relations – Conflict

and Resolution – Change Process –Resistance to change.