

## Academic Course Description

**BHARATH UNIVERSITY**  
 Faculty of Engineering and Technology  
 Department of Electronics and Communication Engineering  
**BBA001- PRINCIPLES OF MANAGEMENT AND  
 ORGANIZATIONAL BEHAVIOUR**  
 Fifth Semester, 2015-16 (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 ECE students

**Credit hours** : 4 credits

**Course Coordinator** : Mr.R.Mohanraj, Asst. Professor, Department of ECE

**Instructor(s)** : Mr.Srinivasan, Asst. Professor, Department of ECE

Name of the instructor	Class handling	Office location	Office phone	Email (domain: @bharathuniv.ac.in)	Consultation
Mr.R.Mohanraj	Third year ECE	SA006		mohanraj.ece@bharathuniv.ac.in	9.00 - 9.50 AM
Mr.Srinivasan	Third year ECE	SA006		Srinivasan.etc@bharathuniv.ac.in	12.45 - 1.15 PM

### Relationship to other courses

Pre-requisites : Management

Assumed knowledge : By understanding about various quality terms, it will be helpful for the student to maintain quality in his/her organization

Following courses : Nil

### Syllabus Contents

#### UNIT 1 Nature of management

**9 Hours**

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 2 Management process

**9 Hours**

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 3 Organization Structure****9 Hours**

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 MacClelland's theory X,Y & Z leadership – Theories and Styles – Communication – Type – Controlling – System and Process.

**UNIT 4 Organizational Behaviour****9 Hours**

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 5 Group Behaviour****9 Hours**

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

**TOTAL 45 HOURS****Text book(s) and/or required materials****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**

- R1 Joseph I. Massie 'Essentials of Management', Prentice Hall of India Pvt. Ltd., New Delhi -110011, 2004.  
 R2 L.M. Prasad "Principles and Practice of Management", Sultan Chand & Sons.2001  
 R3 Uma Sekaran, "Organizational Behaviour", Tata McGraw Hill, 2007.

**Computer usage:** Nil**Professional component**

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

**Broad area :** | Management**Test Schedule**

S. No.	Test	Tentative Date	Portions	Duration
1	Cycle Test-1	August 1 <sup>st</sup> week	Session 1 to 14	2 Periods
2	Cycle Test-2	September 2 <sup>nd</sup> week	Session 15 to 28	2 Periods
3	Model Test	October 2 <sup>nd</sup> 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,l,j	g
2. Knowledge on Management Functions	c	a,e,d	i
3. Understanding the Organization Theory & Approach	d	a	h
4. Knowledge on the Concepts of Motivation	e,j	a,e,g	i
5. Clear insight on the factors contributing to discipline	a	i	b
6. In-depth Understanding about the concepts of Group Behavior	f		

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

### Draft Lecture Schedule

Session	Topics	Problem Solving (Yes/No)	Text / Chapter
1.	Definition – theory and practice	No	[T2] chapter - 5, [R1] chapter -3
2.	Effective management	No	
3.	Management : Science of Art – Management in India	No	
4.	Development of Management thoughts	No	
5.	Taylor's – Henry Fayol – Hawthorne experiment	No	
6.	Barnard & Social system	No	
7.	Herbert Simon	No	
8.	Peter Drucker – Various approaches	No	
9.	Management thoughts	No	
10.	Co-ordination – Functions of management	No	
11.	Managers and environment – External and internal Business Ethics	No	
12.	Planning – Fundamentals	No	
13.	Definitions & Features	No	[T2] chapter – 6
14.	Steps in planning – types of planning – Objectives	No	
15.	Concepts and features – Hierarchy of objectives	No	
16.	Role – Process of MBO	No	
17.	Policy & Strategy	No	
18.	Decision making process – Individual Vs Group Decisions	No	
<b>UNIT 3 Organization Structure</b>			
19.	Organizing – Theory & Approach	No	[T2] chapter – 6, [R1] chapter - 8
20.	Authority & Responsibility – Delegation	No	
21.	Centralization & Decentralization – Line & Staff Relationship	No	
22.	Staffing – Fundamentals – System approach	No	
23.	Manpower Planning – Recruitment & Selection	No	
24.	Training and development – Performance appraisal	No	

25.	Direction – Fundamentals Motivation – Theories of Motivation	No	
26.	Maslow's Hersberg's MaClelland's theory X,Y & Z leadership – Theories and Styles	No	
27.	Communication – Type – Controlling – System and Process.	No	
<b>UNIT 4 Organizational Behaviour</b>			
28.	Definition – Organization	No	[T2] chapter– 4, [R1] chapter–2
29.	Managerial Role and Functions – Organizational Approaches	No	
30.	Individual behaviour – Causes – Environmental effect	No	
31.	Behaviour and performance	No	
32.	perception – Organizational implications	No	
33.	Personality – Contributing factors – Dimension	No	
34.	Motivation – Need Theories – Process Theories	No	
35.	Job satisfaction, Learning and Behaviour – Learning Curves	No	
36.	Work Design and Approaches.	No	
<b>UNIT 5 Group Behaviour</b>			
37.	Groups	No	
38.	Group Norms	No	
39.	types – Causes	No	
40.	Intergroup relations	No	
41.	Conflict	No	[T2] chapter– 5,6
42.	Resolution	No	[R1] chapter–7
43.	Change Process	No	
44.	Contributing factors	No	
45.	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.
- Small periodic quizzes, to enable you to assess your understanding of the concepts.

## Evaluation Strategies

Cycle Test – I	-	10%
Cycle Test – II	-	10%
Model Test	-	25%
Attendance	-	5%
Final exam	-	50%

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**Prepared by:** Mr.Mohanraj, Assistant Professor, Department of ECE

**Dated :**

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## **Addendum**

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

- (a) an ability to apply knowledge of mathematics, science, and engineering
- (b) an ability to design and conduct experiments, as well as to analyze and interpret data
- (c) an ability to design a system, component, or process to meet desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability
- (d) an ability to function on multidisciplinary teams
- (e) an ability to identify, formulate, and solve engineering problems
- (f) an understanding of professional and ethical responsibility
- (g) an ability to communicate effectively
- (h) the broad education necessary to understand the impact of engineering solutions in a global, economic, environmental, and societal context
- (i) a recognition of the need for, and an ability to engage in life-long learning
- (j) a knowledge of contemporary issues
- (k) an ability to use the techniques, skills, and modern engineering tools necessary for engineering practice.

### **Program Educational Objectives**

- PEO1:** Graduates will perform as a successful professional engineer in related fields of Electronics and Communication Engineering.
- PEO2:** Graduates will pursue higher education and/or engage themselves in continuous professional development to meet global standards.
- PEO3:** Graduates will work as a team in diverse fields and gradually move into leadership positions.
- PEO4:** Graduates will understand current professional issues, apply latest technologies and come out with innovative solutions for the betterment of the nation and society.

Course Teacher	Signature
Mr.MOHANRAJ	
Mr.SRINIVASAN	

**Course Coordinator**

(Mr.R.Mohanraj)

**Academic Coordinator**

( )

**Professor In-Charge**

(Dr. )

**HOD/ECE**

(Dr.M.Sundararajan )