

Course Number and Name													
BBA001 - Principles of Management and Organizational Behavior													
Credits and Contact Hours													
3 and 45													
Course Coordinator's Name													
Dr S.Fabiolya Kavitha													
Text Books and References													
References :													
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.													
3. Joseph I. Massie 'Essentials of Management', Prentice Hall of India Pvt. Ltd., New Delhi -110011, 2004.													
4. L.M. Prasad "Principles and Practice of Management", Sultan Chand & Sons.2001													
5. Uma Sekaran, "Organizational Behaviour", Tata McGraw Hill, 2007.													
Course Description													
<ul style="list-style-type: none"> 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)													
selected elective													
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	
	CO1	H					H					H	
	CO2		H		M					H			
	CO3	M							M		H		
	CO4			M	H							H	
	CO5							M					
	CO6				H								

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- II Management process

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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

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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 Group Behaviour

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