

SEMESTER IV			
Common Core		Organisational Behaviour	
Code: 17PCCC41	Hrs/Week: 6	Hrs/Sem: 90	Credits: 5

Objective:

To enable the students to understand the various dimensions of organizational behaviour.

Unit-I Introduction to Organisational Behaviour and Personality:

- Organizational Behaviour: Definition - Nature and Scope - Objectives - Evolution - Models of Organisational Behaviour - Autocratic - Custodial - Supportive - Collegial.
- Personality: Definition - Determinants of Personality - Types of Personality - Theories of Personality - Sigmund Freud's four stages of Personality - Ericson's eight life stages.

Unit-II Perception, Attitude and Learning:

- Perception: Definition - Perception Process - Factors affecting Perception.
- Attitude: Concepts - Formation of Attitude - Types of Attitude - Measurement of Attitude.
- Learning: Meaning - Definition- Determinants of Learning - Learning Theories - Classical Conditioning - Operant Learning - Cognitive Theory - Social Learning Theory.

Unit-III Motivation and Leadership:

- Motivation: Meaning - Concepts - Theories of Motivation - Maslow's Hierarchy of Needs - Herzberg's Two Factor Theory - McGregor's Theory X and Theory Y.
- Leadership: Definition - Functions - Leadership Styles - Leadership Theories - Trait Theory - Behavioral Theory - Managerial Grid Theory.

Unit-IV Group Behaviour and Team Building:

Group Behaviour: Definition- Characteristics of a Group - Types of Groups -
Group Formation and Development - Group Role - Inter-Group Behaviour -
Inter-Group Conflict -Group Decision Making.
Team Building: Meaning - Types of Team - Team Building Process.

Unit-V Organisational change, Development and Effectiveness:

Organisational Change and Development: Reasons for Organisational Change -
Types of Change - Planned Change - Resistance to Change and Managing
Change.

Organisational Development (OD): Meaning – Objectives - Models of OD and
OD Interventions

Organisational Effectiveness: Definition - Approaches to Organisational
Effectiveness –Factors Influencing Organisational Effectiveness.

Text Books:

1. S.S. Khanka – Organisational Behaviour S.Chand &Co Ramnagar New Delhi

References:

1. K. Aswathappa Organisational Behaviour Himalaya Publishing House , Mumbai
2. Fred Luthans Organisational Behaviour McGraw Hill International Edition
3. Stephen. P. Robbins, Essentials of Organisational Behaviour, Prentice Hall of India,
New Delhi

SEMESTER II			
Core VI		Organisational Behaviour	
Code: 19PHRC21	Hrs/Week: 4	Hrs/Sem: 60	Credit: 4

Vision: To enable the students to understand the various dimensions of organisational behaviour.

Mission: To develop the students with the determinants of intra – individual , inter – personnel and inter – group behavior in organisational setting and to equip them with behavioural skills in managing people at work.

Course Outcome

CO No.	Upon completion of this course students will be able to	PSO addressed	CL
CO-1	understand the concept of Organisational behaviour and Personality.	1,3	Un
CO-2	gain insights on Perception and Attitude.	3	Re
CO-3	understand the concept of Learning	3	Un
CO-4	examine the concepts and theories of Motivation and Leadership.	1,3	An
CO-5	understand the Characteristics and types of Group behaviour.	3	Un
CO-6	describe and apply the concept of Team Building.	1,3	Re , Ap
CO-7	evaluate the Organisational change and reasons for Organisation Change.	3	Ev
CO-8	examine the concept of Organisation Development and Effectiveness.	3	An

SEMESTER II			
Core VI	Organisational Behaviour		
Code: 19PHRC21	Hrs/Week: 4	Hrs/Sem: 60	Credit: 4

Unit-I Introduction to Organisational Behaviour and Personality:
Organizational Behaviour: Definition - Nature and Scope – Objectives – Evolution - Models of Organisational Behaviour – Autocratic – Custodial - Supportive - Collegial. Personality: Definition - Determinants of Personality - Types of Personality – Theories of Personality - Sigmund Freud's four stages of Personality - Ericson's eight life stages.

Unit-II Perception, Attitude and Learning:
Perception: Definition - Perception Process - Factors affecting Perception.

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Attitude: Concepts - Formation of Attitude - Types of Attitude – Measurement of Attitude. Learning: Meaning - Definition- Determinants of Learning - Learning Theories - Classical Conditioning - Operant Learning - Cognitive Theory - Social Learning Theory.

Unit-III Motivation and Leadership:
Motivation: Meaning – Concepts - Theories of Motivation - Maslow's Hierarchy of Needs - Herzberg's Two Factor Theory - McGregor's Theory X and Theory Y. - Leadership: Definition – Functions - Leadership Styles - Leadership Theories - Trait Theory -Behavioral Theory - Managerial Grid Theory.

Unit-IV Group Behaviour and Team Building:
Group Behaviour: Definition- Characteristics of a Group - Types of Groups - Group Formation and Development - Group Role - Inter-Group Behaviour - Inter-Group Conflict -Group Decision Making.
Team Building: Meaning - Types of Team - Team Building Process.

Unit-V Organisational change, Development and Effectiveness:
Organisational Change and Development: Reasons for Organisational Change – Types of Change - Planned Change - Resistance to Change and Managing Change. Organisational Development (OD): Meaning – Objectives - Models of OD and OD Interventions - Organisational Effectiveness: Definition - Approaches to Organisational Effectiveness –Factors Influencing Organisational Effectiveness.

Text Books:

- 1.Stephen P. Robbins and Timothy A Judge.Organizational Behaviour. New Delhi: Pearson Education Publishers, 2013.
- 2.Khanka S.S.Organisational Behaviour. New Delhi: S.Chand & Co,2013.

Books for References:

1. Aswathappa.K. Organisational Behaviour. Mumbai: Himalaya Publishing House, 2010.
2. Stephen. P. Robbins. Essentials of Organisational Behaviour. New Delhi: Prentice Hall of India, 2013.



SEMESTER I			
Core I		Principles and Practices of Management	
Code: 21PHRC11	Hrs/Week: 6	Hrs/Sem: 90	Credits: 4

Objectives:

- To enable the students to learn the basic principles, concepts and functions of management along with the modern trends and apply them to real life situations.
- To develop an understanding of the functions of management and to equip the students with behavioral skills in managing people at work.

Course Outcome

CO No.	On completion of this course students will be able to	PSOs Addressed	CL
CO-1	understand the managerial function, role of manager and managerial skills.	1,3,5	Un
CO-2	gain knowledge on the development of managerial thought.	1	Un
CO-3	examine the concepts of planning to make planning effective.	1,3	An , Cr
CO-4	analyse the concept of organizing and departmentation.	1,3	An
CO-5	gain knowledge on decision making and co-ordinating .	1,3,5	Un
CO-6	apply the techniques of control.	1,3,5	Ap , An
CO-7	analyse the stages of conflict and management of conflict.	1,3	An
CO-8	identify the need, strategy for planned change and organizational development.	3	Un ,Ap

SEMESTER I			
Core I Principles and Practices of Management			
Code: 21PHRC11	Hrs/Week: 6	Hrs/Sem: 90	Credits: 4

- Unit I Introduction to Management**
 Introduction to Management –Meaning- Definition-Evolution- Management Functions –Management Concepts – Early Classical Approaches- scientific management- administrative management -bureaucracy – Neo – Classical Approaches- human relation movement-behavioral approach – Modern Approaches-quantitative approach- system approach-contingency approach- Roles of Manager– Levels of Management -Managerial Skills - Meaning – Conceptual Skill – Technical Skill – Human Relation Skill.
- Unit II Planning and Decision Making**
 Planning – Meaning of Planning- Types of Plans- Process of Planning – Making Planning Effective. Decision Making-Meaning of Decisions – Types of Decisions –Steps in rational decision making-Rationality in decision making - Common Difficulties in Decision Making
- Unit III Staffing and Directing**
 Staffing-Meaning-Need and Importance-Job Analysis-Job description- Job specification-Manpower planning-Recruitment and Selection-Placement and Orientation-Man power planning in India. Directing- Meaning-Principles-Importance- Requirements of effective direction- Issuing orders-Techniques.
- Unit IV Controlling Techniques**
 Controlling – Meaning - Importance – Control Process - Types of Control- Budgetary and Non-Budgetary Control Techniques-Need for Control System- Essentials of effective Control System-Problems of effective Control System.
- Unit V Managerial Ethics and Practices**
 Nature- Types- Sources- Importance- Need-Managing ethics- Ethics and HRM-Approaches-Factors influencing ethical behaviour at work- Role of HRM in development of ethical behavior-HR ethical issues-International business ethics.

Text Book:

Aswathappa.K. *Human Resource Management*. New Delhi; Tata. McGraw-Hill Publishing Company Ltd, 7th Edition, 2017.

Books for Reference:

1. Prasad L.M. *Principles & Practice of Management*. New Delhi; Sultan Chand & Sons, 9th Edition, 2016.
2. Tripathi P.C & Reddy P.N. *Principles of Management*. New Delhi; Tata Mc. Graw Hill, 6th Edition, 2017.
3. Pravin Durai, *Human Resource Management*. New Delhi: Pearson Publications, 2nd Edition, 2016.

SEMESTER III			
Elective II		Business Environment	
Code: 21PHRE32	Hrs/Week: 4	Hrs/Sem: 60	Credits: 3

Objectives:

- To enable students to understand and appreciate the influence of the forces in the external economic, political, legal, social, and technological environment on business.
- To impart theoretical knowledge that provides a framework to understand the existing external environment and help in preparing appropriate strategies for organisations to face the challenges.

Course Outcome

CO No.	Course Outcome	PSOs Addressed	C L
CO-1	On completion of this course students will be able to understand the Overview of Business Environment	4	Un
CO-2	gain knowledge of Business and Its Environment and the influence of the forces in the external environment.	4,6	An ,Ev
CO-3	understand the concept of Economic System.	4	Un
CO-4	understand the concept of Political Environment	4	Un ,Ap
CO-5	gain knowledge of the Economic Environment	4,6	Un , An
CO-6	understand the influence of Social Environment in business.	4,6	Un ,Ap
CO- 7	gain knowledge of the technological developments and the impact of informational technology.	4,6	Un , Ap
CO -8	explain the Economics of development and help in preparing appropriate strategies for organisations to face the challenges	4	Re, Un

SEMESTER III		
Business Environment		Credits: 3
Elective II	Hrs/Week: 4	Hrs/Sem: 60
Code: 21PHRE32		

Unit I Overview of Business Environment
 Basic Concepts of Functioning of an Economy - National Income - Business and Its Environment – Political, Economic, Socio-cultural, Technological, Legal and Ecological environment - India's Population and Its Impact on the Economy.
 Political environment: Government and Business - Role of Government in Business - GDP Trend and distribution and Business opportunities- Monetary System- Social and cultural factors and their implications for business.

Unit II Technology Environment
 Technology Development - Technology Trade and transfer- Technology Trends in India- Role of Information Technology.
 E – Commerce: Essential Components, Strategies, Business Models- Digital payment system – Risk in E payment system – Payment security.

Unit III Economic System
 Economic System -Capitalism- Socialism - Mixed Economy -Public Policies - Business Economic -Monetary and Fiscal Policies- Foreign Trade Policy. Economic Legislation – FEMA- Intellectual Property Rights.

Unit IV Business Economics
 Meaning and scope of business economics - Objectives of business firms - Demand analysis: Law of demand; Elasticity of demand and its measurement - Consumer behaviour: Utility analysis; Indifference curve analysis - Law of Variable Proportions: Law of Returns to Scale- Theory of cost: Short-run and long-run cost curves - Price determination under different market forms: Perfect competition; Monopolistic competition; Oligopoly- Price leadership model; Monopoly; Price discrimination - Pricing strategies: Price skimming; Price penetration; Peak load pricing – Competition Act.

Unit V The Economics of Development
 The Economics of development - Stages and Strategies of Economic Growth - Role of the State in Economic Development-Economic Planning; New Economic Policy (1991)- India in the Global Economic System – FDI- WTO - World Bank- IMF.

Text Book:

1. Francis Cherunilam., *Business environment: Text and Cases*. Bangaluru Himalaya Publishing House, 2009.

Books for Reference:

1. Fernando. A.C. *Business Environment*. New Delhi; Pearson Education, 2011.
2. Paul, Justin .*Business Environment: Text and Cases*. New Delhi ;McGraw Hill Education, 2010.
3. Murthy C.S.V, *E-Commerce Concepts, Models, Strategies*, Mumbai, Himalaya Publishing House. Edition 2016