

**PROJECT REPORT ON**  
**A STUDY ON ORGANIZATIONAL CULTURE AND ITS IMPACT ON**  
**EMPLOYEE BEHAVIOR WITH REFERENCE TO ALN RAO MEMORIAL**  
**AYURVEDIC HOSPITAL, KOPPA**

SUBMITTED BY

SOUJANYA G

4AL21BA086



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

In partial fulfillment of the requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

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Mrs. Harshitha V Shetty

Assistant professor

PG Department of business administration

Ayurvedic

Mijar

EXTERNAL GUID

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Principle

ALN Rao Memorial

Hospital

Koppa



P G DEPARTMENT OF BUSINESS ADMINISTRATION

ALVASINSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI

2022 – 2023

# CERTIFICATE FROM THE ORGANIZATION



## Aroor Laxminarayana Rao Memorial AYURVEDIC MEDICAL COLLEGE

(Affiliated to Rajiv Gandhi University of Health Sciences &  
Recognised by Govt. of Karnataka &  
National Commission for Indian System of Medicine, Ministry of AYUSH, Govt. of India)

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Ref. No. ALNAC:32:2023-24

Date: 12 AUG 2023

### TO WHOM SO EVER IT MAY CONCERN

This is to certify that, Ms. Soujanya G (Reg. 4AL21BA086) studying 2<sup>nd</sup> year MBA in ALVA'S Institute of Engineering and Technology Mijar, Moodbidri, D.K-577225 has undergone project work on "A Study on Organizational Culture and Its Impact on Employee Behavior" with the reference to ALN Rao Memorial Ayurvedic Hospital, Koppa beginning from 18<sup>th</sup> April, 2023 to 27<sup>th</sup> May 2023 under the Guidance of Dr. Sanjaya K S, Principal of ALN Rao Memorial Ayurvedic Hospital Koppa.

During the tenure we found her to be sincere, hardworking and efficient with good conduct and aptitude to gain knowledge.

We wish her all the success in her future



  
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KOPPA-577 126

# CERTIFICATE FROM THE HOD



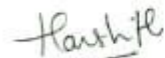
## ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)  
Affiliated to Visvesvaraya Technological University, Belagavi  
Approved by AICTE, New Delhi & Recognised by Government of Karnataka  
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

### CERTIFICATE

This is to certify that **SOUJANYA G** bearing **USN 4AL21BA086** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"A STUDY ON ORGANIZATIONAL CULTURE AND ITS IMPACT ON EMPLOYEE BEHAVIOUR WITH REFERENCE TO ALN RAO MEMORIAL AYURVEDIC HOSPITAL, KOPPA"** is prepared by her under the guidance of **Mrs. Harshitha V Shetty, Assistant Professor, PG Department of Business Administration** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

  
Signature of Internal Guide

  
Mrs. Priya Sequeira

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MIJAR - 574 225

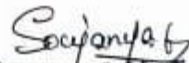
  
Signature of Principal  
PRINCIPAL  
Alva's Institute of Engg. & Technology,  
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## Declaration

I, Soujanya G, hereby declare that the Project report entitled "A STUDY ON ORGANIZATIONAL CULTURE AND ITS IMPACT ON EMPLOYEE BEHAVIOR WITH REFERENCE TO ALN RAO MEMORIAL AYURVEDIC HOSPITAL, KOPPA" prepared by me under the guidance of Mrs. Harshitha V Shetty, faculty of M.B.A Department, Alva's Institute of Engineering and Technology, Mijar and external assistance by Dr. Sanjaya K S, Principle of ALN Rao Memorial Ayurvedic Hospital, Koppa. I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Mijar

Date: 02/09/2023

  
Signature of the Student

## **ACKNOWLEDGEMENT**

With regard to the project work conducted on ALN Rao Ayurvedic Hospital, Koppa, I would like to thank each and everyone who have helped me by offering their guidance and all the required help provided to me in the process of study.

Firstly, I would like to express my gratitude to my guide Mrs. Harshitha Shetty, assistant professor, Department of Business Administration, AIET for his excellent guidance, timely suggestions and support.

I am privileged to thank Mrs. Priya Sequeira, HOD, Department of business administration, Alva's Institution of Engineering and Technology, Mijar.

I express my sincere gratitude to Dr. Sanjaya K S, Principle of ALN Rao Memorial Ayurvedic Hospital who cooperated and spent his valuable time and shared the information with me.

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## **EXECUTIVE SUMMARY**

This study is conducted on organizational culture and its impact on employee behavior with special reference to “ALN Rao Memorial Ayurvedic Hospital, Koppa”. This project report provides the general information about hospital culture and how its impact on employee behavior.

The study was conducted for the period of 6 weeks. The main objective of this study is to understand the relationship between organizational culture and its impact on employee behavior.

In the 1<sup>st</sup> chapter you will find the details about the Ayurvedic hospital industry and ALN Rao Memorial Ayurvedic Hospital, vision, mission and SWOT analysis of the hospital.

In the chapter 2 you will find details about conceptual background of the study and literature review.

The 3<sup>rd</sup> chapter will explain about Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations, Chapter scheme.

In the 4<sup>th</sup> chapter you will find analysis and graphical representations on the data collected from the sample population choose from the Ayurvedic Hospital.

The chapter 5 is about the findings, suggestions and conclusion of the project.

In the end bibliography and annexures are attached relating to the project.