

## I SEMESTER

### MANAGEMENT AND ORGANISATIONAL BEHAVIOR

Semester	I	CIE Marks	: 40
Course Code	18NB411	SEE Marks	: 60
Teaching Hours / week (L:T:P)	4-0-0	Exam Hours	: 03
		Credits	: 04

#### COURSE OBJECTIVES:

1. To make students understand fundamental concepts and principles of management, including the basic roles, skills, and functions of management
2. To make students knowledgeable of historical development, theoretical aspects and practice applications of managerial process
3. To understand the basic concepts and theories underlying individual behavior besides developing better insights into one's own self.
4. To make students aware of individual behavior in groups, dynamics of groups, team building and interpersonal effectiveness besides developing a better awareness of how they can be better facilitators for building effective teams as leaders themselves

#### PART A - PRINCIPLES OF MANAGEMENT

##### Unit 1:

**Introduction:** Management: Introduction, Definition of management, Nature, Purpose and Functions, Levels and types of managers, managerial roles, skills for managers, evolution of management thought, Fayol's fourteen principles of management, Recent trends in management.

##### Unit 2:

##### **Planning and Organizing:**

**Planning:** Meaning, Nature of Planning, Planning Process, Objectives, MBO, Strategies, level of strategies, policies, methods and programs, Planning Premises, Decision-making, Process of decision-making, Types of decisions, Techniques in decision-making.

**Organizing:** Organization structure, Formal and informal organizations, Functional, divisional, geographical, customer based and matrix organizations, team based structures, virtual organizations, boundary less organizations. Principles of organizations-chain of command, span of control, delegation, decentralization, and empowerment.

**Case Study:** Principles of Management, Cengagelearning, William, Manjunath, Sandhya

##### Unit 3:

**Controlling:** Meaning, importance of controlling, controlling process, types of control, factors influencing control effectiveness.

#### RECOMMENDED BOOKS

- Management and Organizational Behaviors, Chuck Williams, James Cambell, Manjunath & Sandhya Cengage Publications, 2018
- Essentials of Management-Koontz, 8/e, McGraw Hill
- Management: Text and Cases- VSP Rao, Excel Books

#### REFERENCE BOOKS:

- Masters of Management Thought – Mahanand Charati & M M Munshi, Sapa Book House, Bangalore, 2015.
- Principles and practices of Management, KiranNekar, Vilas Chopde, Dreamtech Press, 2011
- Management Theory & practice – Chandan J. S, Vikas Publishing House.

#### PART B - ORGANIZATIONAL BEHAVIOUR

##### Unit 4:

**Introduction:** Organizational Behaviour: Introduction, definition, fundamental principles of OB, contributing disciplines, challenges and opportunities. Evolution & Organizational Behavior in India.

**Case study:** Organizational Behavior by Steven L. McShane, Mary Ann Von Glinow and Radha R Sharma, TaTa McGraw Hill companies, Fourth Edition, Pg-6.

##### Unit 5:

**Foundations of Individual Behaviour :** Individual behaviour: Foundations of individual behaviour. Ability: Intellectual abilities, Physical ability, the role of disabilities.

**Personality:** Meaning, formation, determinants, traits of personality, big five and MBTI, personality attributes influencing OB.

**Perception:** Meaning, Process of perception, factors influencing perception, link between perception and individual decision-making.

**Attitude:** Meaning, Formation, components of attitudes, relation between attitude and behaviour.

##### Unit 6:

**Motivation:** Meaning, theories of motivation-needs theory, two factor theory, Theory X and Y, application of motivational theories.

**Leadership:** Meaning, styles of leadership, leadership theories, trait theory, behavioural theories, managerial grid, situational theories.

**Case Study:** "Nuts and Bolts", Principles of Management, Cengagelearning, William, Manjunath, Sandhya Page no 531-532.

#### PRACTICAL COMPONENTS:

- Studying organizational structures of any 10 companies and classifying them into different types of organizations which are



- studied in Unit 2 and justifying why such structures are chosen by those organizations.
- Preparing the leadership profiles of any 5 business leaders and studying their leadership qualities and behaviors with respects to the trait, behavioural and contingency theories studied.
- Identifying any five job profiles and listing the various types, abilities required for those jobs and also the personality traits/attributes required for the jobs identified.

**Note:** Faculty can either identify the organizations/ leaders/job profile or students can be allowed to choose the same.

#### COURSE OUTCOMES:

1. Comprehend & correlate all the management functions which are happening around with fundamental concepts and principles of management.
2. Understand the overview of management, theory of management and practical applications of the same.
3. Effectively use their skills for self-grooming, working in groups and to achieve organizational goals.
4. Demonstrate their acumen in applying managerial and behavioral concepts in real world/situation.
5. Understand and demonstrate their exposure on recent trends in management.

#### RECOMMENDED BOOKS:

- Organizational behaviour, Stephen P Robbins, Timothy A. Judge, Neharika Vohra, 14th Edition, Pearson, 2012.
- Introduction to Organisational Behaviour – Michael Butler, Jaico Publishing House.
- Organizational Behaviour - Anada Das Gupta, Bizanttra, 2011.

#### REFERENCE BOOKS:

- Organizational Behaviour - Fred Luthans, 12/e, McGraw Hill International, 2011.
- Management and Organizational Behaviour - Laurie J Mullins, Pearson education.
- Organizational Behaviour, Aquinas P. G, Excel Books.

#### CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2		X			
CO3			X	X	
CO4					X
CO5			X		

## MANAGERIAL ECONOMICS

Semester	I	CIE Marks	: 40
Course Code	18MBA12	SEE Marks	: 60
Teaching Hours / week (L:T:P)	4-0-0	Exam Hours	: 03
		Credits	: 04

#### Course Objectives:

1. To introduce the fundamentals, tools and theories of managerial economics.
2. To provide an understanding of the application of Economics in Business.
3. To learn the basic economic concepts.
4. To have an understanding of Demand, Production, Cost, Profit and Market competitions with reference to a firm and industry.

#### Introduction to Economics

##### Unit 1:

**Managerial Economics:** Meaning, Nature, Scope, & Significance, Uses of Managerial Economics, Role and Responsibilities of Managerial Economist, Relationship of Managerial Economics with Statistics, Accounting and Operations Research, The Basic process of decision making.

#### Fundamental Concepts of Managerial Economic

##### Unit 2:

Opportunity Costs, Incremental Principle, Time perspective, Discounting and Equi-Marginal principles, Theory of the Firm, Firm and Industry, Forms of Ownership, Objectives of the firm, alternate objectives of firm. Managerial theories: Baumol's Model, Marris's Hypothesis, Williamson's Model, Behavioral theories: Simon's Satisficing Model, Cyert and March Model, Agency theory.

**Case Study:** Dabur India Limited: Growing Big and Global.

**Source:** Managerial Economics – Geetika, Ghosh & Choudhury, 2/e, McGraw Hill, 2011. Pp 64-65.

#### Demand analysis

##### Unit 3:

Law of Demand, Exceptions to the Law of Demand, Elasticity of Demand – Classification of Price, Income & Cross elasticity, Advertising and promotional elasticity of demand. Uses of elasticity of demand for Managerial decision making, Measurement of elasticity of demand. Law of supply, Elasticity of supply, Demand forecasting: Meaning & Significance, Methods of demand forecasting. (No problems)