

**FIRST YEAR MBA STRUCTURE WITH EFFECT FROM ACADEMIC YEAR-2016-17
SEMESTER-1**

SL.NO.	Code	Subject	Type	Teaching Scheme			Assessment Scheme				Credits
				L	P	T	ISA			ESA	
							Teachers' Assessment	Mid-Sem	CA	ESE	
S1	MB50101	Statistics and Decision Science	Theory-Core	4	-	1	20	20	-	60	4
S2	MB50102	Marketing Management	Theory-Core	4	-	-	20	20	-	60	3
S3	MB50103	Financial Accounting and Analysis	Theory-Core	4	-	1	20	20	-	60	4
S4	MB50104	Economics for Management	Theory-Core	4	-	1	20	20	-	60	4
S5	MB50105	Management Principles and Practices	Theory-Core	3	-	-	20	20	-	60	3
S6	MB50106	Organizational Behavior	Theory-Core	3	-	-	20	20	-	60	3
S7	HS51110	English Communication Skills	Theory-Core	3	-	-	20	20	-	60	3
S8	HS51311	English Communication Skills Lab	Lab:Communication Skill	-	2	-			70	30	1
GP	HS55333	GP-Chess	Lab: GP		2				70	30	1
			TOTAL	25	4	3	140	140			26

MB50101 STATISTICS AND DECISION SCIENCE

Credits: 04

Teaching Scheme: - Theory 4 Hrs/Week

Prerequisites: Graduates in any discipline

Course Objectives:

1. To lay an adequate theoretical foundation to study various applied fields in statistics and decision science.
2. To understand role of quantitative techniques in managerial decision making.
3. To understand applications of various quantitative techniques in managerial settings.

Course Details:

Unit 1 Fundamentals to statistical methods (10 Hrs)

U.1.1. Statistical methods: Measures of central tendency and dispersion, Standard Deviation, moments, measures of skewness and kurtosis, simple correlation, calculation of correlation coefficient, Regression: Linear regression, calculation of regression coefficient, Time series Model.

U.1.2. Self studies Topics :Probable error, rank correlation, multiple regression, exponential smoothing Techniques

Unit 2 Probability (08 Hrs)

U.2.1. Probability: concept Addition, Conditional Probability Bay's theorem, Probability Distributions: Normal and Binomial.

U.2.2. Self Study Topics: Normal Distribution

Unit 3 Role of quantitative techniques in linear programming problems (08 Hrs)

U.3.1. Concept, Formulation & Graphical and Simplex Solution, Assignment Models: Concept, Flood's Technique / Hungarian Method, applications including restricted & multiple assignments, transportation Models: Concept, Formulation, Problem types: Balanced, Unbalanced, Minimization, Maximization Basic initial solution using North West Corner, Least Cost & VAM, and Optimal Solution using MODI.

U.3.2. Self Study Topics: Assignment Models: Concept, Flood's Technique / Hungarian Method, applications including restricted & multiple assignments.

Unit 4 Queuing Theory (08 Hrs)

U.4.1. Concept, single Server (M/M/1, Infinite, FIFO), Markov Chains & Simulation Techniques: Markov chains: Applications related to management functional areas, Implications of Steady state Probabilities, Decision making based on the inferences Monte Carlo Simulation, Scope and limitations.

U.4.2. Self Study Topics: Multi Server (M/M/C, Infinite, FIFO)

Unit 5 Decision theory (06 Hrs)

U.5.1. Game Theory: Concept, 2 zero sum game with dominance, pure and mixed Strategy.

U.5.2. Self study topics: Concept, Decision under risk (EMV) & uncertainty

Course Outcome:

1. Analyse and use linear programming for complex issues in Organisations.
2. Application of management sciences to the planning and design of production, distribution, and service systems.
3. Analysis and use of statistical concepts and techniques for operational and managerial decisions.
4. Develop generic framework for risk and decision-making in the presence of uncertainty

Text Books:

- T1. "Operations Research", Hamdy A. Taha, Hall of India Private Limited, New Delhi, Sixth Edition, 1997.
T2. "Operation Research", Pai, , Oxford, 1st ed, 2012
T3. "Operations Research", S. Kalavathy, Vikash Publishing House Private Limited, 4th Edition, 2002.

Reference Books

- R1. "Operation Research principles and practices", , Ravindram, Philips, Solberg- Wiley, 2nd Edition, 2007.
R2. "Operation Research", Kanti Swarup, P. K. Gupta, Man Mohan, Sultan Chand & Sons, 12th Edition, 2004.
R3. "Introduction to Operation Research", Hiller and Lieberman, TMH, Seventh Edition, 1967.

Note: At least one Text Book and one Reference Book must be from Foreign Author/Foreign Publisher.

MB50101 Statistics and Decision Science

Credits: 01

Teaching Scheme: - Tutorial 01 Hrs/Week

Prerequisites: Graduates in any discipline

Objectives: To lay an adequate theoretical foundation to study various applied fields in statistics and decision science.

Course Details:**List of Contents**

To be filled in by concerned Department.

Tutorial No. 1: Calculation of correlation coefficient

Tutorial No. 2: Calculation of regression coefficients

Tutorial No. 3: probability based on Bay's theorem

Tutorial No. 4: probability based on Binomial Distributions

Tutorial No. 5: Formulation of LPP with two decision variable

Tutorial No. 6: Solution of LPP by Big M method

Tutorial No. 7: Solution of LPP by two phase method

Tutorial No. 8: Assignment Problem

Tutorial No. 9: Optimal solution of Transportation problem

Tutorial No. 10: Queuing Model with multi server

Tutorial No. 11: Decision making based on the Monte Carlo Simulation

Tutorial No. 12: Game theory 2 zero sum game with dominance

Text Books:

- T1. "Operations Research", Hamdy A. Taha, Hall of India Private Limited, New Delhi, Sixth Edition, 1997.
T2. "Operation Research", Pai, , Oxford, 1ST , 2012
T3. "Operations Research", S. Kalavathy, Vikash Publishing House Private Limited, 4th Edition, 2002.

Reference Books

- R1 "Operation Research principles and practices", , Ravindram, Philips, Solberg- Wiley, 2ND Edition, 2007.
R2 "Operation Research", Kanti Swarup, P. K. Gupta, Man Mohan, Sultan Chand & Sons, 12th Edition, 2004.
R3 "Introduction to Operation Research", Hiller and Lieberman, TMH, Seventh Edition, 1967.

Note: At least one Text Book and one Reference Book must be from Foreign Author/Foreign Publisher.

MB50102 MARKETING MANAGEMENT

Credits: 3

Teaching Scheme: - Theory 4 Hrs/Week

Prerequisites: Graduates in any discipline

Course Objectives:

1. To sensitize the students to the dynamic nature of Marketing Management.
2. To expose students to a systematic frame work of marketing & implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizational buyers.
3. To introduce the concept of Marketing Mix as a framework for Marketing Decision making.

Course Details:

Unit 1 Definition and Function of Marketing

(05Hrs)

U.1.1 - Scope of Marketing, Core Concepts of Marketing (Need, Want & Demand), Customer Value, Customer Satisfaction, Customer Delight, Marketing as Exchange, Marketing Vs Market, Customer Loyalty, Selling Vs Marketing, Concept of Marketing Myopia, 80:20 Principle, Introduction to Marketing Mix
U.1.2. Self Study Topic: Marketing as Exchange, Marketing Vs Market

Unit 2 Concepts of Marketing & Marketing Environment

(07Hrs)

U.2.1 Concept of Marketing Environment - Macro & Micro Factors, Need for analysing Marketing Environment, Segmentation - Definition, Need & Benefits, Segmentation - Bases for market Segmentation for Consumer & Industrial Goods, Criteria for Effective Segmentation, Target Market - Concept & Criteria for selection of Target Market, Positioning - Concept of Differentiation & Positioning, Introduction to concept of Value Proposition & USP, Meaning and Importance of Consumer Behaviour, Comparison between Organisational Buying Behaviour & Consumer Buying Behaviour, Buying Roles, Five steps Buyer Decision Process
U.2.2. Self Study Topic: Need for analysing Marketing Environment

Unit 3 Fundamentals of Product and Pricing

(07Hrs)

U.3.1 Product - Meaning of Product, Goods & Services. Classification of Consumer products & Industrial Products, Product Mix - Length, Width, Depth & Consistency, New Product Development Process: Idea Generation to Commercialisation, Product Life Cycle - Concept and Characteristics of PLC, Relevance of PLC, Strategies across stages of PLC, Branding - Introduction, Meaning, Product Vs Brand, Brand Equity and Brand Elements, Meaning & Role of Packaging & Labeling, Pricing - Meaning, Importance, Factors influencing pricing decisions, Setting Pricing objectives, Determining Demand, Estimating Costs, Analysing competitor pricing, Selecting pricing method, Pricing approaches
U.3.2. Self Study Topic: Meaning & Role of Packaging & Labeling

Unit 4 Fundamentals of Place and Promotion

(06Hrs)

U.4.1 Role of Marketing Channels - Channel functions & flows, Channel Levels, Channel Design Decisions - Analysing Customers desired service output levels, establishing objectives & constraints, Identifying & Evaluating major channel functions, Channel Options - Introduction to Wholesaling, Retailing, Franchising, Channel Options - Introduction to Direct Marketing, E-Commerce Marketing Practices, Logistics Decisions: Order processing, Warehousing, Inventory and Transportation, Promotion: The role of marketing communications in marketing effort, Communication mix elements - Introduction to Advertising, Sales Promotion, Personal Selling, Communication mix elements - Introduction to Public Relations, Direct Marketing, Concept of IMC
U.4.2. Self Study Topic: Role of Marketing Channels - Channel functions & flows, Channel Levels.

Unit 5 Marketing Planning and Control

(05Hrs)

U.5.1 Product Level Planning - Preparation of a product level marketing plan, Product Level Planning - Evaluation of a product level marketing plan, Nature & Contents of Marketing Plans - A Brief Idea, Marketing Plans - Executive Summary, Situation Analysis, Marketing Strategy, Marketing Plans - Financials & Controls, Contemporary Topics - Viral Marketing, Guerilla Marketing, Societal Marketing, Contemporary Topics - Relationship Marketing, Green Marketing, Digital Marketing.

U.5.2. Self Study Topic: Nature & Contents of Marketing Plans - A Brief Idea

Course Outcome:

1. Gain a conceptual understanding on fundamentals of Marketing.
2. Describe key marketing concepts, theories and techniques for analysing a variety of marketing situations.
3. Apply the introduced conceptual frameworks, theory and techniques to various marketing contexts.
4. Analyse the relevance of marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices.
5. Demonstrate the ability to carry out a research project that explores marketing planning and strategies for a specific marketing situation.
6. Synthesize ideas into a marketing plan.

Text Books:

T1 - Marketing: Baines, Fill and Page, Sinha – Oxford 1/e 2013

T2 - Marketing Management – Kotler, Keller, Koshy, Jha - Pearson, 13/e, 2010

T3 - Marketing Management, Ramaswamy & Namakumari – McGrawHill, 4/e, 2009

Reference Books -

R1 - Marketing Management – K Karunakaran, Himalaya Publishing House, 1/e, 2010

R2 - Marketing Management – Text and Cases, Tapan K Panda, Excel Books, 2/e, 2008

R3 - Marketing by Lamb Hair Sharma, Mc Daniel - Cengage Learning, 9/e, 2014

MB50103 FINANCIAL ACCOUNTING AND ANALYSIS

Credits: 04

Teaching Scheme: - Theory 04 Hrs/Week

Prerequisites: Graduate in any discipline, having arithmetic knowledge.

Course Objectives: 1. To familiarize the students with accounting principles and acquaint them with accounting mechanisms, process and systems so as to develop their skills of operating financial statements.

2. To develop their ability to read annual reports and develop their skills to interpret financial statements.

3. To familiarize the students with different financial accounting concepts affecting stakeholders.

Course Details:

Unit 1: Fundamentals of Accounting (6 Hrs)

U.1.1 Introduction to Accounting: What is Accounting? The need for Accounting, External and Internal End users of Accounting Information, Accounting concepts and conventions, Accounting cycle, Accounting Equations, Nature of GAAP, Need for Accounting Standards, Limitations of Accounting, Ethical Issues in Accounting, Basic Terminologies of Accounting.

U.1.2. Self Study Topic: Nature of GAAP, Ethical Issues in Accounting

Unit 2: Recording Financial Transactions (8 Hrs)

U.2.1. Mechanics of Accounting: Introduction, Classification, Double Entry System, Preparing Journal, Subsidiary books, Ledger, preparation of Trial Balance. Preparation of Income statement and Balance Sheet. (The students should familiarize with computerized accounting and should be able to do a task relating to above through a software package).

U.2.2 Self Study Topic: Errors in Trial Balance

Unit 3: Corporate Accounting (8 Hrs)

U.3.1. Corporate Accounts: Share and Share Capital, Issue of Shares, Payment in installment, Buyback of shares, Debentures and Bonds. Understanding corporate Income statement and Balance Sheet as presented in the Annual Reports of companies.

U.3.2. Self Study Topic: Types of share capital

Unit 4: Financial Statement Analysis (8 Hrs)

U.4.1. Analysis and interpretation of Financing Statements:- Common size statement, Trend analysis, Ratio Analysis and Cash Flow Analysis as per AS – 3 (Revised).

U.4.2. Self Study Topic: Common size statement, Trend analysis

Unit 5: Analysis of Annual Reports (10 Hrs)

U.5.1. The faculty has to pick up Annual Reports of at least 5 listed companies from different sectors and make groups to analyze the following aspects: Financial analysis as reported by Auditors and Directors' and Corporate Governance. Basic EPS and Diluted EPS as per AS – 20 State of Affairs through Valuation Ratios and Dupont analysis.

U.5.2. Self Study Topic: Analysis of the Annual Reports

Course Outcome:

- 1) Acknowledge the role of accounts and the need for accounting in firms.
- 2) Understand the External and Internal users of Accounting Information
- 3) Understand the principles of accounting and accounting standards.
- 4) Understand how to prepare the financial statements.
- 5) Comprehend how to analyze the financial statements and take financial decisions.
- 6) Analysis of Annual Reports of listed companies from different sectors.

Text Books:

- T1. “Financial Accounting for management”; Narayanswamy, PHI, 5th edition, 2014
- T2. “Financial Accounting and Analysis”; Athma, HPH, 2013
- T3. “Financial Accounting for managers”; Sanjay Dhamija, Pearson, 2nd edition, 2012.

Reference Books

- R1. “Financial Accounting for management”; Paresh Shah, Oxford, 2nd edition, 2012.
- R2. “Financial Accounting: A managerial perspective”; Bapat & Raitha, McGrawHill
- R3. “Financial Accounting for Management”; A.K. Bhattacharya, 4th edition

Credits: 04

Teaching Scheme: - Tutorial 01 Hrs/Week

Prerequisites: Graduate in any discipline

Objectives: 1. To familiarize the students with accounting principles and acquaint them with accounting mechanisms, process and systems so as to develop their skills of operating financial statements.

2. To develop their ability to read annual reports and develop their skills to interpret financial statements.

3. To familiarize the students with different financial accounting concepts affecting stakeholders.

Course Details:

List of Contents

Tutorial No. 1: Ethical issues in Accounting, Nature of GAAP

Tutorial No. 2: Journal Entries

Tutorial No. 3: Errors in Trial Balance

Tutorial No. 4: Final Account with adjustments

Tutorial No. 5: Issue of share capital

Tutorial No. 6: preparation of corporate income statement and balance sheet

Tutorial No. 7: preparation of corporate income statement and balance sheet

Tutorial No. 8: Key ratios

Tutorial No. 9: preparation of Cash flow statement

Tutorial No. 10: preparation of Cash flow statement

Tutorial No. 11: Analysis of Annual Reports

Tutorial No. 12: Analysis of Annual Reports

Text Books:

T1. "Financial Accounting for management"; Narayanswamy, PHI, 5th edition, 2014

T2. "Financial Accounting and Analysis"; Athma, HPH, 2013

T3. "Financial Accounting for managers"; Sanjay Dhamija, Pearson, 2nd edition, 2012.

Reference Books

R1. "Financial Accounting for management"; Paresh Shah, Oxford, 2nd edition, 2012.

R2. "Financial Accounting: A managerial perspective"; Bapat & Raitha, McGrawHill

R3. "Financial Accounting for Management"; A.K. Bhattacharya, 4th edition

MB50104 ECONOMICS FOR MANAGEMENT

Credits: 04

Teaching Scheme: - Theory 04 Hrs/Week

Prerequisites: Graduates in any discipline

Course Objectives:

1. To lay an adequate theoretical foundation to study various applied fields in economics and management.
2. To demonstrate the application of economic theory to business decisions.
3. To develop a student's ability to think analytically about the economic forces at work in society.
4. To develop a framework which the students may use to analyze the overall behavior of a modern mixed economy.

Course Details:

Unit 1 Introduction to Managerial Economics

(8 Hrs)

U.1.1. Relevance of economics for business decisions, Role of Managerial Economist and Business decision making.

Demand Analysis – individual market and firm demand, Determinants of demand, Elasticity measures and business decision making, Demand Estimation and demand forecasting,

Supply Analysis.

U.1.2. Self Study Topic: Role of Management Economist and Business decision making

Unit 2 Production Functions

(8 Hrs)

U.2.1. Production functions: Single variable – Variable Proportions, two variables – isoquants, returns to scale; cost minimization and output maximization, Elasticity of substitution various cost concepts, cost functions and their empirical estimation, Economics of scale and economies of scope (simple numerical problems to be solved).

U.2.2. Self Study Topic: Cost concepts

Unit 3 Forms of financial market and their relative pricing strategies

(8 Hrs)

U.3.1. Market morphology, price and output determination under different market conditions: Perfect competition, monopoly, monopolistic competition, oligopoly, Descriptive pricing approaches: Full cost pricing, product pricing; Price skimming, penetration pricing, loss leader pricing, price bundling, Transfer pricing (simple numerical problems to be solved).

U.3.2. Self Study Topic: pricing concept

Unit 4 Macro Economics

(8 Hrs)

U.4.1. Macro economics, circular flow of income, the concepts of GDP, GNP, GDP deflator, concepts of consumption, saving, and investment, business cycle: Nature, phases, consequences and measures to solve the problems of business cycle. Inflation

U.4.2. Self Study Topic: circular flow of income.

Unit 5 Inter Sectoral Linkages

(8Hrs)

U.5.1. Inter sectoral linkages, Macro aggregates and policy interrelation ships: Fiscal and Monetary Policies; Industrial Finance: Money market, Capital Market and institutional finance.

U.5.2. Self Study Topic: Analysis of the Annual Reports

Course Outcome :

- 1) Understand the roles of managers in firms
- 2) Understand the internal and external decisions to be made by managers
- 3) Analyze the demand and supply conditions and assess the position of a company
- 4) Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
- 5) Analyze real-world business problems with a systematic theoretical framework.
- 6) Make optimal business decisions by integrating the concepts of economics, mathematics and statistics.

Text Books:

T1. Managerial Economics – D N Dwivedi, 7/e, Vikas Publishing House Pvt Ltd, Nov 1, 2009

T2. Managerial economics- Maheswari, PHI Third edition Sep 27, 2012

T3. Managerial Economics-Dominick Salvatore, 8/e, Oxford Publishers.

Reference Books

R1. Managerial Economics, PL Mehta Sultanchand & Co. Mar 15, 2011

R2. Managerial Economics – Analysis of Managerial Decision Making, 7/e, H L Ahuja, S. Chand

R3. Managerial Economics, Keat, Young, Banerjee, Pearson, 6/e.

MB50104 ECONOMICS FOR MANAGEMENT

Credits: 04

Teaching Scheme: - Tutorial 01 Hrs/Week

Prerequisites: Graduates in any discipline

Objectives:

1. To lay an adequate theoretical foundation to study various applied fields in economics and management.
2. To demonstrate the application of economic theory to business decisions.
3. To develop a student's ability to think analytically about the economic forces at work in society.
4. To develop a framework which the students may use to analyze the overall behavior of a modern mixed economy.

Course Details:

List of Contents

Tutorial No. 1: Demand Estimation

Tutorial No. 2: Elasticity measures

Tutorial No. 3: Variable Proportions

Tutorial No. 4: Economics of scale and economies of scope (Numerical problems)

Tutorial No. 5: Price and output determination under different market conditions.

Tutorial No. 6: Transfer pricing (simple numerical problems to be solved).

Tutorial No. 7: Circular flow of income.

Tutorial No. 8: The concepts of GDP, GNP, GDP deflator.

Tutorial No. 9: Consequences and measures to solve the problems of business cycle.

Tutorial No. 10: Fiscal and Monetary Policies

Tutorial No. 11: Industrial Finance.

Tutorial No. 12: Money market, Capital Market and institutional finance.

Text Books:

T1. Managerial Economics – D N Dwivedi, 7/e, Vikas Publishing House Pvt Ltd, Nov 1, 2009

T2. Managerial economics- Maheswari, PHI Third edition Sep 27, 2012

T3. Managerial Economics-Dominick Salvatore, 8/e, Oxford Publishers.

Reference Books

R1. Managerial Economics, PL Mehta Sultanchand & Co. Mar 15, 2011

R2. Managerial Economics – Analysis of Managerial Decision Making, 7/e, H L Ahuja, S. Chand

R3. Managerial Economics, Keat, Young, Banerjee, Pearson, 6/e.

MB50105 MANAGEMENT PRINCIPLES AND PRACTICES

Credits: 03

Teaching Scheme: - Theory 03 Hrs/Week

Prerequisites: Graduates in any discipline having knowledge of different activities of organisation

Course Objectives:

1. To explain the various concepts of management.
2. To make the students understand the contemporary management practices
3. To highlight professional challenges that managers face in various organization
4. To enable the students to appreciate the emerging ideas and practices in the field of management.

Course Details:

Unit 1 Introduction to Principles of Management (10Hrs)

U1.1. Definition of Management, Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, Mary Parker Follet, Rensis Limert, Chestard Bernard, Douglas McGergor, Peter Drucker, Michael Porter and C.K. Prahlad.

Approaches to Management: Scientific Approach, Systems Approach and Contingency Approach. Managerial Competencies: Planning and Administrative, Strategic and Global Competencies, Team work

U1.2.Self Study Topic: Communication,

Unit 2 Organizing (08 Hrs)

U2.1.Organization: Formal and Informal, Line and Staff Relationship, Centralization vs. Decentralization, Work Specialization, Span of Management, Organization Structure – Bases for Departmentation. Organizational Culture: Cultural Diversity, Multi Ethnic Workforce, Organizing Knowledge Resource, Chain of Command, Delegation

U2.2.Self Study Topics: Basic issues in Organizing,

Unit 3 Planning and Decision making (06 Hrs)

U3.1.Planning: Nature & Elements of Planning, Planning Types and Models, Planning in Learning Organizations, Types, Steps, MBO, MBE, Planning Premises.

Decision Making: Risk and Uncertainty, Decision Trees, Decision making process, Models of Decision Making, Decision-making creativity

U3.2.Self Study Topics: Increasing Participation in Decision making,

Unit 4 Controlling (02 Hrs)

U4.1. Controlling: Process, Standards and Bench Marking – Co-ordination: Meaning

U4.2. Self Study Topics: Principles of Co- ordination-Inter-Dependence.

Unit 5 Challenges in Management

(04Hrs)

U5.1. Change Management – Timing of Change, Reaction to change-Planning organizational Change, Technological Change,

U5.2. Self Study Topic: Effective use of Communication Devices and IT

Note: Five assignments to be given to the students on self study, comprising of one assignment from each unit.

Course Outcome:

1. Understand the concepts of team work, coordination, Delegation and cultural diversity.
2. Study and understand management concepts in global context.
3. Develop understanding about emerging concepts in management thought and philosophy.
4. Understand the relevance of planning and decision making in organization.

Text Books:

T1. “Management”, Robbins, Coulter & Vohra, Pearson, Edition, Year of Publication 10/e Published 10/24/2008

T2. “Management: Text and Cases”-VSP Rao, Excel Books, Edition, Year of Publication. 1/e 2009

T3. “Management Theory & practice”, – Chandan J. S, Vikas Publishing House, Edition, Year of Publication. 4/e, 2006

Reference Books

R1. “Essentials of Management”, Koontz, McGraw Hill, Edition, Year of Publication. 10/e 2010

R2. “Management Theory & practice Text & Cases”, Subba Rao Vikas P & Hima Bindu, Himalaya Publishing House, Edition, Year of Publication. 14/e, 2012

R3. “Management concepts and Practices”, Dr. Manmohan Prasad, Himalaya Publishers, Fourth Edition, 2008.

MB50106 ORGANIZATIONAL BEHAVIOUR

Credits: 03

Teaching Scheme: -Theory 3Hrs/Week

Prerequisites: Graduate in Any Discipline

Course Objectives:

1. To develop an understanding of the behavior of individuals, and groups inside organizations.
2. To enhance skills in understanding and appreciating individuals, interpersonal and group process for increased effectiveness both within and outside of organizations.
3. To develop theoretical and practical insights and problem-solving capabilities for effectively managing the organizational processes.

Course Details:

Unit 1 Fundamentals of OB

(04 Hrs)

U.1.1. Definition, scope, and importance of OB, Relationship between OB and the individual, Evolution of OB, Theoretical framework (cognitive, behaviouristic and social cognitive).

U-1.2. Self study topics: Limitations of OB

Unit 2 ATTITUDE

(10 Hrs)

U.2.1. Importance of Attitude in an organization, Right Attitude, Components of Attitude, Relationship between behavior and attitude, Developing Emotional intelligence at the workplace, Barriers to changing attitudes. Personality and values: Definition and importance of personality for performance, The Myers-Briggs Type Indicator and the Big Five personality model, Significant personality traits suitable to the workplace(personality and job-fit theory), personality Tests and their practical applications. Perception: Meaning and concept of perception, Factors influencing perception, Selective perception, Attribution theory, Social perception (stereotyping and halo effect).Motivation:

Definition and concept of Motive and Motivation, the Content theories of Motivation (Maslow's Need hierarchy & Herzberg's Two Factor model Theory), the Process Theories, (vroom's expectancy theory & porter Lawler model). Contemporary theories- Equity theory of work motivation.

U.2.2. Self study Topics: Perceptual process

Unit 3- Foundations of group behavior

(06 Hrs)

U-3.1.The meaning of Group & Group behavior & group Dynamics, the five- stage model of group development. Leadership, Concept of leadership, styles of leadership, trait approach, contingency approach, contemporary leadership, meaning and significance of contemporary leadership, concept of transformational leadership, contemporary theories of leadership, success stories of today's Global and Indian Leaders.

U-3.2.Self Study Topics: Types of groups.

Unit 4-Organisational culture:

(04 Hrs)

U-4.1.Meaning & definition of Organizational Culture, Creating and Sustaining Organizational Culture, Types of culture (Strong vs. Weak culture, Soft vs. Hard culture & Formal and Informal culture), Creating Positive Organizational Culture.

U-4.2.Self Study Topics: Concept of workplace spirituality.

Unit 5- Organizational Change

(06 Hrs)

U.5.1. Meaning, Definition & Nature of Organisational Change, Types of organisational change, Forces that acts as stimulants to change. Implementing Organizational Change:

How to overcome the Resistance to Change, Approaches to managing Organisational Change, Kurt Lewin's – Three step model, Seven Stage model of change & Kotter's Eight-Step plan for implementing change. Leading the change process, facilitating change, Intervention Strategies for Facilitating change, Methods of Implementing Organisational Change, Developing a Learning Organisation.

U.5.2. Self Study Topics: Dealing with individual & Group Resistance,

Note: Five assignments to be given to the students on self study, comprising of one assignment from each unit.

Course Outcome:

1. Gain a conceptual understanding of Human behaviour.
2. Describe key OB concepts, theories and techniques for analysing human personality.
3. Synthesize ideas into an organisational plan.
4. Analyse the relevance of OB concepts and theories in evaluating the impacts of human nature and attitude on success of organisational planning, strategies and practices.
5. Understand the roles of managers in motivation, values formation and attitude alteration of employees.

Text Books:

T1-Understanding Organizational Behavior, Parek, Oxford, 3rd ed, 2011

T2-Foundations, theories and analyses, John B. Miner, Oxford, 1st ed, 2002.

T3-Organizational Behavior, K. Aswathapa, HPH, 10th, 2012

Reference Books:

R1-Organizational Behaviour, V S P Rao, Excel Books, 1st ed, 2009.

R2-Behavior in Organization, Jerald Greenberg, PHI, 10th ed, 2011.

R3-Organizational Behaviour, Fred Luthans, McGraw Hill, 3rd ed, 2010

REF NO:

COURSE CODE: MNG 106

COURSE NAME: Organisational Behaviour

Credits: 03

Teaching Scheme: - Tutorial 01 Hrs/Week

Prerequisites: Graduates in any discipline

Objectives:

1. To develop an understanding of the behaviour of individuals, and groups inside organisations.
2. To enhance skills in understanding and appreciating individuals, interpersonal and group process for increased effectiveness both within and outside of organisations.
3. To develop theoretical and practical insights and problem-solving capabilities for effectively managing the organisational processes.

List of Contents

Tutorial No. 1:	Theoretical framework
Tutorial No. 2:	Emotional intelligence
Tutorial No. 3:	Personality tests
Tutorial No. 4:	Social Perception
Tutorial No. 5	Five- stage model of group development
Tutorial No. 6:	Transformational leadership
Tutorial No. 7:	Workplace Spirituality
Tutorial No. 8:	Types of culture
Tutorial No. 9:	Kotter's Eight-Step plan for implementing change
Tutorial No. 10:	Intervention Strategies for Facilitating change
Tutorial No. 11:	Developing a Learning Organisation.
Tutorial No. 12:	Approaches to managing Organisational Change,

Text Books:

T1-Understanding Organizational Behavior, Parek, Oxford, 3rd ed, 2011

T2-Foundations, theories and analyses, John, B. Miner, Oxford, 1st ed, 2002.

T3-Organizational Behavior, K. Aswathapa, HPH, 10th, 2012

Reference Books:

R1- Organizational Behaviour, V S P Rao, Excel Books, 1ST ed, 2009.

R2- Behavior in Organization, Jerald Greenberg, PHI, 10th ed, 2011.

R3- Organizational Behavior Fred Luthans, TMH, Twelfth (12th) Edition, 2012

Credits: 3**Teaching Scheme: - Theory 2 Hrs/Week**

Prerequisites: The students should have tolerable proficiency in different language skills – listening, speaking, reading, and writing – and Grammar of English as envisaged in the syllabus of Higher Secondary classes of Odisha.

Course Objectives:

1. By the end of the course the students will have understood the process and factors of communication in English in a business organisation. They will have gained tolerable proficiency in communicating effectively in English.
2. They will have learnt to look up words in English and reproduce them using correct pronunciation. They will also be able to read a passage aloud in English using correct stress, rhythm, and intonation.
- 3 They will read passages in English with tolerable proficiency in skimming, scanning, predicting, guessing, and inferential comprehension.
4. They will learn to write summary, paragraphs and longer texts with minimum errors.
5. They will be successful in identifying common errors in English and rectify them with minimum correction.

Course Details:**Unit 1 Basics of Communication****(06 Hrs)**

U1.1. Importance of communication ,Communication elements and process, General communication and business communication, Information Gap principle, Turn-taking, Awareness of Filters & Barriers & Strategies for overcoming them, Verbal and non-verbal communication, Principles of effective communication, Communication network in an organization. The Sounds of English: Vowels and consonants, IPA symbols, Syllables, Stress and Intonation.

U 1.2 Self Study on reference skills like looking up the dictionary for correct pronunciation of selected words, tone group division in connected texts, and marking tones in utterances.

Unit 2 Major Language Skills (LS)**(06 Hrs)**

U2.1. Listening: Importance, Active & passive listening, barriers, strategies for improving listening skills.

Speaking: Characteristics of Effective Speech-Clear articulation; Rate of speaking; Voice quality; Eye Contact; Relevance of content for the audience.

U2.2. Self study on practicing reading aloud of selected passages.

Unit 3 Major Language Skills (Reading)**(06 Hrs)**

U3.1. Reading: Developing reading skills of skimming and scanning; predicting, guessing the meaning of unfamiliar words, inferring; reading critically, taking notes.

U3.2. Self Study of selected passages and plenary presentation on them.

Unit 4 Major Language Skills (Writing)**(06 Hrs)**

U4.1 Writing: the characteristics of effective writing, clear organization and structuring of ideas, summarizing, clarity of language, stylistic variation, précis writing, paragraph writing.

U4.2 Self Study on summarizing selected passages and developing suggested Topic sentences.

Unit 5 Functional Grammar**(06 Hrs)**

U5.1 English Verbs, Tenses, Subject-verb concord, Negation, Interrogation, Parallel structure, Modifiers, Clause and its types, Punctuation.

U5.2. Self Study: correcting given sentences/ texts or performing tasks on language tests.

Note: Five assignments to be given to the students for self study, comprising one assignment from each unit.

Course Outcome:**Students will be trained to**

- Understand the process and factors of communication in English in a business organization.
- Look up words in English and reproduce them using correct pronunciation.
- Read a passage aloud in English using correct stress, rhythm, and intonation.
- Read passages in English with proficiency in skimming, scanning, predicting, guessing, and inferential comprehension.
- Write longer texts
- Rectify common errors in English.

Text Books:

T1. An introduction to Professional English and Soft Skills: Das et al, BPUT Text Book. CUP.2012

Reference Books

R1. Communication Skills, Sanjay Kumar & Pushpa Lata, Oxford 2014

R2. Better English Pronunciation, J.D.O. Connor (Cambridge) 2005

R3. A University Grammar of English, Quirk et al, Pearson, 2005

HS51311 ENGLISH COMMUNICATION SKILLS – LAB

Credits: 02

Teaching Scheme: -

Laboratory 02 Hrs/Week

Prerequisites: The students should have tolerable proficiency in different language skills and grammar of English as envisaged in the syllabus of Higher Secondary classes of Odisha.

Objectives:

1. They will have learnt to look up words in English and reproduce them using correct pronunciation. They will also be able to read passages aloud in English using correct stress, rhythm, and intonation.
2. They will read passages in English with tolerable proficiency in skimming, scanning, predicting, guessing, and with adequate inferential comprehension.
3. They will learn to write summary of given passages and write paragraphs on given topic sentences.
4. They will be successful in identifying common errors in English

Course Details: **List of Practicals:**

Experiment No. 1: Objective type questions to recapitulate the lessons on communication process and factors

Experiment No. 2: Using IPA charts to phonemically transcribe isolated words

Experiment No. 3: Practicing syllables, stress and intonation.

Experiment No. 4: Using a dictionary to phonemically transcribe isolated sentences

Experiment No. 5: Reading aloud selected passages

Experiment No. 6: listening and note taking

Experiment No. 7: Practice in skimming and scanning; predicting, guessing the meaning of unfamiliar words, inferring;

Experiment No. 8: Reading critically and making notes on selected passages.

Experiment No. 9: paragraph writing, developing topic sentences

Experiment No. 10: Organization, structuring of ideas and summarizing

Experiment No. 11: Practice on Subject-verb concord and Parallel structures

Experiment No. 12: Dialogues and debate

Text Books:

1. A practical Course in Spoken English, Gangal, PHI
2. English Language Laboratories, Nira Konar, PHI