

19MS303 PRINCIPLES OF MANAGEMENT & ORGANIZATIONAL BEHAVIOR

Hours Per Week :

L	T	P	C
4	-	-	4

Total Hours :

L	T	P	WA/RA	SSH/HSH	CS	SA	S	BS
50	-	-	10	45	-	-	-	-



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COURSE DESCRIPTION AND OBJECTIVES:

This course deals with human behavior in organizations. Conceptual frameworks, case discussions, and skill-oriented activities applied to course topics which include: motivation, group dynamics, leadership, communication, diversity, organizational design, and culture. Class sessions and assignments are intended to help participants acquire skills and concepts to improve organizational relationships and effectiveness.

COURSE OUTCOMES:

Upon completion of the course, the student will be able to achieve the following outcomes:

COs	Course Outcomes	POs
1.	Differentiate personality traits, job attitudes of people.	1,4
2.	Understand person-organization fit.	1,4
3.	Apply group decision making techniques.	1,8
4.	Analyze various communication channels effectiveness.	2,5,8
5.	Analyze various communication channels effectiveness.	3
6.	Develop strategies of organizational diversity.	6

SKILLS:

- ✓ To conduct a survey on the practical application of laws of economics.
- ✓ To collect data on sales of consumer durable goods and predict the sales for a later year.
- ✓ To find different case studies relating to different market conditions and to do an analysis.
- ✓ To find out low demand differentiates between normal and inferior goods.
- ✓ To analyze the role of a business economist in the everyday functioning of an organization taking live examples.

UNIT - I**L-9**

INTRODUCTION TO OB : Management-functions, roles, skills; Organizational behavior; disciplines that contribute to the ob field, challenges and opportunities for ob; Diversity-diversity in organizations, biographical characteristics, ability, implementing diversity management strategies; Attitudes-components, major job attitudes.

UNIT - II**L-9**

EMOTIONS, MOODS & VALUES : Emotions and moods-functions & sources of emotions and moods, affective events theory, emotional intelligence; Personality-the mbti, the big five personality models, other personality traits relevant to ob; Values-importance, terminal, instrumental, and generational values, person-job fit, person-organization fit, international values.

UNIT - III**L-9**

PERCEPTION & MOTIVATION : Perception-meaning, factors that influence perception, person perception, attribution theory, common shortcuts in judging others, applications, perception and decision making; The rational model-bounded rationality, ethics in decision making, common biases and errors in decision making; Motivation-early theories of motivation, contemporary theories of motivation.

UNIT - IV**L-9**

THE GROUP : Basics-defining and classifying groups, stages of group development; Group properties-roles, norms, status, size, and cohesiveness, diversity; Group decision making-group think and group shift, group decision-making techniques; Work teams-differences between groups and teams, types of teams, creating effective teams, context, composition, processes.

UNIT - V**L-9**

COMMUNICATION & LEADERSHIP : Communication-functions, process, direction, interpersonal communication, organizational communication, choice of communication channel, persuasive communication, barriers to effective communication; Leadership-overview of trait, behavioral and contingency theories, charismatic and transformational leadership; Organization structure-designs , organizational culture, functions.

TEXT BOOK:

1. Robbins, Judge, and Vohra, "Essentials of Organizational Behavior", 15th edition, Pearson Education India, 2014.

REFERENCE BOOKS :

1. F. Luthans, Organisational Behavior, 12th edition, McGraw-Hill, 2010.
2. D. L. Nelson, J. C. Quick : ORGB, 4th edition, Cengage Learning, 2014.
3. J. R. Schermerhorn, Organizational Behavior, 12th edition, John Wiley & Sons, 2011.