

MBA ANALYTICS

I SEMESTER

23 AN 101: MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOR

Course Code	23 AN 101	Course Delivery Method	Classroom / Blended Mode
Credits	04	CIA Marks	30
No. of Lecture Hours / Week	05	Semester End Exam Marks	70
Total Number of Lecture Hours	75	Total Marks	100
Course Focus	Employability	Entrepreneurship	Skill Development.

COURSE OUTCOMES: By the end of the course, students will be able:

- CO-1 To enable the students to understand about the basic functions and the principles of management.
- CO-2 To analyse the knowledge regarding the importance of planning, decision making and organizing skills.
- CO-3 To examine the conceptual understanding of staffing, directing, controlling principles and their elements.
- CO-4 To equip the student with the key element of organizational behaviour.
- CO-5 To interpret conceptual understanding about the importance of group dynamics, organization change and organizational development.

COURSE CONTENT

Unit-I: Introduction to Management: Evolution of Management, Management Thinkers, Contributors of Management thought, Management: Concept, Significance, Levels, Skills, Functions, Principles; Management as an Art, Science and Profession; Social Responsibilities of Management; Recent Trends in Management Practices in the wake of Globalization.

(15 hours)

Unit-II: Planning and Organizing: Planning: Nature, Purpose, Process of Planning, Types of Plans; Decision Making: Concept, Process; Management By Objectives: Concept, Process; Organizing: Nature, Process, Formal and Informal Organizations; Departmentation: Methods; Span of Management: Meaning, Definition, Factors Determining Span of Management - Delegation: Concept, Process; Decentralization: Advantages and Disadvantages.

(15 hours)

Unit-III: Staffing, Directing and Controlling: Staffing: Nature and Importance of Staffing, Elements of Staffing; Directing: Meaning, Elements, Motivation: Significance, Maslow Need Hierarchic Theory, Herzberg Two Factor Theory and McGregor's X-Y Theory;

Communication: Importance, Process, Leadership Styles; Controlling: Nature, Process, and Requirements of an adequate Control System, Reporting and Budgeting
(15 hours)

Unit-IV: Introduction to Organizational Behavior: Organizational Behavior: Meaning, nature and scope – Key elements in O.B; Contributing disciplines to O.B; Perception: Nature, Process; Personality: Nature, Traits and Determinants of personality; Learning: Characteristics of Learning.
(15 hours)

Unit-IV: Group dynamics: Concept, Nature, types of groups, group formation; Organizational Change: Concept, need for change, resistance to change; Organizational Development: Nature and Process of Organizational Development.
(15 hours)

Case Study (Not Exceeding 300 words)

PRACTICAL COMPONENTS:

- Studying organizational structure of any five companies and classifying them into different types of organizations and justifying why such structures are chosen by those organizations.
- Identifying any five organizations and group them into different types of organizations based on Managing people at workplace.
- Studying organizational group dynamics of any three companies and identifying the best method of managing group dynamics.
- Study any three companies following OD Processes

REFERENCES:

1. Heinz Wehrich., H.Koontz and Markv Cannice, *Management*, 13ed. 2010, Tata McGraw, New Delhi
2. Prasad LM, Principles and Practice of Management, Edition2019, Sultan Chand and Sons, New Delhi.
3. Rama Swamy T, Principles of Management. First Ed.,2014, Himalaya Publishing House, Mumbai.
4. Stoner, J. *Management*, 6th ed., 1995, Pearson Education, New Delhi.
5. Fred Luthans, Organizational Behavior, 12th Ed, 2011, McGraw-Hill's, New York.