

**ANNA UNIVERSITY :: CHENNAI
CENTRE FOR DISTANCE & ONLINE EDUCATION**

**REGULATIONS - 2019
MBA - BUSINESS ANALYTICS THROUGH ONLINE**

CURRICULUM - SEMESTER - I

S.No.	Course Title	CREDITS	Marks
1	Management Concepts and Organization Behavior	3	100
2	Managerial Economics	3	100
3	Human Resource Management	3	100
4	Marketing Management	3	100
5	Financial Management	3	100
6	Operations Management	3	100
7	Statistical Methods for Decision Making	3	100
8	R Programming	3	100

SYLLABUS - SEMESTER I

MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR

CREDITS:	3
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OBJECTIVE:

- To familiarize the Learners to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.
- To acquaint the Learners with the fundamentals of managing business and to understand individual and group behaviour at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases.

UNIT I - NATURE AND THEORIES OF MANAGEMENT 9

Evolution of management Thought-Classical, Behavioral and Management Science Approaches Management- meaning, levels, management as an art or science, Managerial functions and Roles, Evolution of Management Theory- Classical era- Contribution of F.W.Taylor, Henri Fayol, Neo-Classical-Mayo & Hawthorne Experiments. • Modern era – system & contingency approach Managerial Skills.

UNIT II - PLANNING AND ORGANISING 9

Planning - Steps in Planning Process - Scope and Limitations - Forecasting and types of Planning - Characteristics of a sound Plan - Management by OBJECTIVE (MBO) - Policies and Strategies - Scope and Formulation - Decision Making - Types, Techniques and Processes.

Organisation Structure and Design - Authority and Responsibility Relationships - Delegation of Authority and Decentralisation - Interdepartmental Coordination - - Impact of Technology on Organisational design - Mechanistic vs Adoptive Structures - Formal and Informal Organisation. Control: meaning, function, Process and types of Control.

UNIT III - INDIVIDUAL BEHAVIOUR 9

Meaning of Organizational behavior, contributing disciplines, importance of organizational behavior, Perception and Learning - Personality and Individual Differences - Motivation theories and Job Performance - Values, Attitudes and Beliefs - Communication Types-Process - Barriers - Making Communication Effective.

UNIT IV - GROUP BEHAVIOUR 9

Groups and Teams: Definition, Difference between groups and teams, Stages of Group Development, Group Cohesiveness, Types of teams, Group Dynamics - Leadership - Styles - Approaches - Power and Politics - Organisational Structure - Organisational Climate and Culture, Conflict: concept, sources, Types, Stages of conflict, Management of conflict Organisational Change and Development.

UNIT V - EMERGING ASPECTS OF ORGANIZATIONAL BEHAVIOUR

9

Comparative Management Styles and approaches - Japanese Management Practices
Organisational Creativity and Innovation - Organizational behavior across cultures -
Conditions affecting cross cultural organizational operations, Managing International
Workforce, Productivity and cultural contingencies, Cross cultural communication,
Management of Diversity.

TOTAL: 45 PERIODS

OUTCOME:

The Learners should be able

- i) to describe and discuss the elements of effective management,
- ii) discuss and apply the planning, organizing and control processes,
- iii) describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication,
- iv) communicate effectively through both oral and written presentation,
- v) Learners will have a better understanding of human behaviour in organization.
- vi) They will know the framework for managing individual and group performance.

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1. Andrew J. Dubrin, Essentials of Management, Thomson South-western, 9th edition, 2012.
2. Samuel C. Certo and Tervis Certo, Modern management: concepts and skills, Pearson education, 12th edition, 2012.
3. Harold Koontz and Heinz Weihrich, Essentials of management: An International & Leadership Perspective, 9th edition, Tata McGraw-Hill Education, 2012.
4. Charles W.L Hill and Steven L McShane, „Principles of Management, McGraw Hill Education, Special Indian Edition, 2007.
5. Stephen P. Robbins, Organisational Behavior, PHI Learning / Pearson Education, 11th edition, 2008.
6. Fred Luthans, Organisational Behavior, McGraw Hill, 12th Edition, 2010.
7. Don Hellriegel, Susan E. Jackson and John W. Slocum, Management- A competency-based approach, Thompson South Western, 11th edition, 2008.
8. Heinz Weihrich, Mark V Cannice and Harold Koontz, Management- A global entrepreneurial perspective, Tata McGraw Hill, 12th edition, 2008.
9. Stephen P. Robbins, David A. DeCenzo and Mary Coulter, Fundamentals of management, Prentice Hall of India, 2012.
10. Mc Shane & Von Glinov, Organisational Behavior, 4th Edition, Tata Mc Graw Hill, 2007.
11. Nelson, Quick, Khandelwal. ORGB – An innovative approach to learning and teaching. Cengage learning. 2nd edition. 2012
12. Ivancevich, Konopaske & Maheson, Organisational Behavior & Management, 7th edition, Tata McGraw Hill, 2008.
13. Uday Pareek, Understanding Organisational Behavior, 3rd Edition, Oxford Higher Education, 2011.