

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA							
HCM 103	ORGANISATION AND MANAGEMENT PROCESS			I BBA (HCM) - I Sem 2022-23			
Hours	75 (60 + 15)			L	T	P	C
Focus	Employability			4	1	-	4

<b>Course Objective</b>						
To make the learners understand the principles of management including group dynamics and organizational development and apply in job context						

<b>Course Outcomes and mapping with Blooms taxonomy</b>						
<b>Outcome</b>	<b>Description</b>			<b>Level</b>		
CO1	Understand the management approaches, principles, theories and planning process			1 and 2		
CO2	Understand about organization structures, process and conflict management			1 and 2		
CO3	Understand the elements of Directing and the theories of motivation and apply them in job			1,2 and 3		
CO4	Understand the group dynamics and leadership styles and apply in real life situations			1,2 and 3		
CO5	Understand the organization development practices and techniques			1 and 2		

<b>Syllabus</b>						
<b>Unit</b>	<b>Content</b>			<b>Weightage</b>		
Unit I	Concept of Management and Business – Various approaches to Management – Universality of Management Principles – Functions of Management – Social Responsibilities of business . Planning – Nature, purpose, steps, types – objectives, purpose – Management by objectives – Decision – making process.			20%		
Unit II	Organizing: Nature and purpose, principles: Departmentalization importance, methods of Departmentalization. Span of control Decentralization and delegation – Delegation, concept uses, process, preconditions – Line and staff Relationships - Organizational conflict – Types – Management of conflict – (Organizational change – Resistance Measures.) – Management of change			20%		
Unit III	Directing, Nature, Managing the human factor, Motivation, techniques, theories of Vroom, Maslow, Herzberg. Leadership – Definition functions and nature – Theories of leadership: Trait theory, Situational theory, and managerial gird.			25%		
Unit IV	Group Dynamics – Formation and Development of Groups – Group cohesiveness – Stress Management. Leadership Styles – Motivation – Communication.			20%		
Unit V	Organizational Development – Interventions Techniques - Assessment – Organizational culture Creating and sustaining organizational culture – Organizational climate - Developing sound organizational climate – Organizational effectiveness.			15%		

References	
Books and Resources	<ul style="list-style-type: none"> <li>• Koontz ‘O’ Donnel and Weirch: Management (McGraw Hill).</li> <li>• Peter F.Drucker: The Practice of Management (Allied Publishing Co.).</li> <li>• Fred Luthans. Organisational behavior, McGraw Hill Co.</li> <li>• P.Robbins. Organisational Behavior, Prentice Hall</li> </ul>
Online Courses	<p>Course on Business Management</p> <p><a href="https://onlinecourses.swayam2.ac.in/nou22_mg07/preview">https://onlinecourses.swayam2.ac.in/nou22_mg07/preview</a></p> <p>Course on Organization Behaviour</p> <p><a href="https://onlinecourses.swayam2.ac.in/cec22_ge25/preview">https://onlinecourses.swayam2.ac.in/cec22_ge25/preview</a></p>

Activities	
Measurable	<ul style="list-style-type: none"> <li>• Assignments</li> <li>• Online Quizzes</li> <li>• Online games – Jeopardy, Crosswords and Word scramble</li> <li>• Presentations</li> </ul>
Group	<ul style="list-style-type: none"> <li>• Discussion and Debates</li> <li>• Role Play</li> <li>• Field visits to industry</li> <li>• Guest lectures</li> <li>• Interaction with industry professionals</li> </ul>