

Semester- Fourth

401. MANAGEMENT PRINCIPLES & ORGANIZATIONAL BEHAVIOUR

1. Nature of Management: Nature, Importance, Functions of Management, Roles of Manager.
2. Decision Making, Strategy and Strategic Formulation. Control: Meaning and Techniques of Control.
3. Meaning of Organisation Behavior, Importance and Need of OB, Pillars of OB- Individual, Group and Organisation, Recent Changes in OB.
4. Individual Behavior-: Meaning, How Individual Behavior Affects Organisation Effectiveness, Factors Framing Individual Behavior: Perception, Attitude, Learning, Personality, Values and Emotions.(Only brief Introduction). (No theories).
Group Behavior-: Types and Importance.
5. Organisation Culture and Climate (Brief Introduction), Organisation Change- Meaning, Process and Importance.
Challenges of 21st Century in OB.

Suggested Readings-:

1. Ansoff H.I.: Corporate Strategy: McGraw Hill, New York.
2. Drucker Peter F: Management Challenges for the 21st Century; Butterworth Heinemann Oxford.
3. Fred Luthans: Organizational Behaviour; McGraw Hill, New York.
4. Hampton, David R: Modern Management; McGraw Hill, New York.
5. Hersey Paul and Blanchard Kenneth: Management of Organisational Behavior- Utilizing the Human Resources: Prentice Hall of India, New Delhi.
6. Ivancevich J.M. and Matleson M.T: Organisation Behaviour & Management; Irwin Homewood, Illinois.
7. Louis A. Allen: Management and Organisation; McGraw Hill New York.
8. Maslow Abraham: Motivation and Personality; Harper & Row, New York, 1954.
9. Stoner and Freeman: Management: Prentice-Hall, New Delhi.
10. Wehrich and Koontz, et al: Essentials of Management; Tata McGraw Hill, New Delhi.