



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA
KAKINADA – 533 003, Andhra Pradesh, India
DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

II Year-II Semester		L	T	P	C
		3	0	0	3
MANAGEMENT and ORGANISATIONAL BEHAVIOUR					

Course Objectives:

- To familiarize with the process of management, principles, leadership styles and basic concepts on Organization.
- To provide conceptual knowledge on functional management that is on Human resource management and Marketing management.
- To provide basic insight into select contemporary management practices and Strategic Management.
- To learn theories of motivation and also deals with individual behavior, their personality and perception of individuals.
- To understand about organizations groups that affect the climate of an entire organizations which helps employees in stress management.

Unit I

Introduction: Management and organizational concepts of management and organization- Nature and Importance of Management, Functions of Management, System approach to Management - Taylor's Scientific Management Theory, Fayol's Principles of Management, Leadership Styles, Social responsibilities of Management. Designing Organizational Structures: Basic concepts related to Organization - Departmentation and Decentralization, MBO, Process and concepts.

Unit II

Functional Management: Human Resource Management (HRM) Concepts of HRM, Basic functions of HR Manager: Manpower planning, Recruitment, Selection, Training and Development, Wage and Salary Administration Performance Appraisal, Grievance Handling and Welfare Administration, Job Evaluation and Merit Rating. - Marketing Management: Concepts of Marketing, Marketing mix elements and marketing strategies.

Unit III

Strategic Management: Strategic Management and Contemporary Strategic Issues: Mission, Goals, Objectives, Policy, Strategy, Programmes, Elements of Corporate Planning Process, Environmental Scanning, Value Chain Analysis, SWOT Analysis, Steps in Strategy Formulation and implementation, Generic Strategy alternatives. Bench Marking and Balanced Score Card as Contemporary Business Strategies.

Unit IV

Individual Behavior: Perception-Perceptual process- Impression management- Personality development – Socialization – Attitude- Process- Formation- Positive attitude- Change – Learning – Learning organizations- Reinforcement Motivation – Process- Motives – Theories of



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA
KAKINADA – 533 003, Andhra Pradesh, India
DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

Motivation: Maslow's Theory of Human Needs, Douglas McGregor's Theory X and Theory Y, Herzberg's Two-Factor Theory of Motivation,

Unit V

Group Dynamics: Types of Groups, Stages of Group Development, Group Behaviour and Group Performance Factors, Organizational conflicts: Reasons for Conflicts, Consequences of Conflicts in

Organization, Types of Conflicts, Strategies for Managing Conflicts, Organizational Climate and Culture, Stress, Causes and effects, coping strategies of stress.

Reference Books:

1. Subba Rao P., *Organizational Behaviour*, Himalaya Publishing House, Mumbai.
2. Fred Luthans *Organizational Behaviour*, TMH, New Delhi.
3. Robins, Stephen P., *Fundamentals of Management*, Pearson, India.
4. Kotler Philip & Keller Kevin Lane: *Marketing Management* 12/e, PHI, 2007
5. Koontz & Weihrich: *Essentials of Management*, 6/e, TMH, 2007
6. Kanishka Bedi, *Production and Operations Management*, Oxford University Press, 2007.

Course Outcomes:

- After completion of the Course the student will acquire the knowledge on management functions, global leadership and organizational structure.
- Will familiarize with the concepts of functional management that is HRM and Marketing of new product developments.
- The learner is able to think in strategically through contemporary management practices.
- The learner can develop positive attitude through personality development and can equip with motivational theories.
- The student can attain the group performance and grievance handling in managing the organizational culture.