



**PSGR  
Krishnammal College for Women**



## **DEPARTMENT OF BUSINESS ADMINISTRATION**

### **CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOMES - BASED CURRICULAR FRAMEWORK (LOCF)**

**(Semester – I)**

**BACHELOR OF BUSINESS ADMINISTRATION**

**2025-2028 Batch**



### **Program Learning Outcomes (PLOs):**

**PLO 1** To provide students with experience in integrating the concepts and techniques from the various functional areas of business and generating solutions for contemporary business problems.

**PLO 2** To manifest the students with high level of knowledge and skills including theoretical, analytical and critical thinking, decision making, intellectual independence, leadership, planning and organization, and problem solving with paramount ability to communicate ideas effectively.

**PLO 3** To transform the student to play a pioneering and leading role in the community, enabling her to take responsibilities and contribute to solving problems through innovative thinking, collective work, reflection, and self-development.

**PLO 4** To demonstrate competence in applying the tools and techniques of Business Management to industry and to enable students to take intrapreneurial and entrepreneurial activities.

**PLO 5** To develop competence to become global citizens through appreciating diversity, acquiring skills in digital technologies and demonstrating awareness to professional values, ethics and sustainability issues to solve complex business problems.

### **Program Specific Outcomes (PSOs):**

Business Administration Department has specifically defined few outcomes of the programme which make students:

**PSO 1** To apply functional and foundational business concepts, theories, decision-making techniques and practices to succeed in a complex, technology-driven, global society.

**PSO 2** To effectively communicate their ideas both oral and written in the business context and develop technical skills and human relation skills and attitude that they need for career progression.

**PSO 3** To apply creativity, problem solving skills and innovation in development of an enterprise including sensitization towards ethical, moral and environmental issues.



# Bachelor of Business Administration

## CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOMES - BASED CURRICULUM FRAMEWORK (LOCF)

### Syllabus & Scheme of Examination

2025-2028 Batch

#### Semester – I

Semester	Part	Course Code	Title of Course	Course Type	Instruction hours/ week	Contact hours	Tutorial hours	Duration of Examinations	Examination Marks			Credits
									CA	ESE	Total	
I	I	TAM2501A/ HIN2501A/ FRE2501A	Tamil Paper I/ Hindi Paper I/ French Paper I	L	4	58	2	3	25	75	100	3
	II	ENG2501A	English Paper I	E	4	58	2	3	25	75	100	3
	III	BB25C01	Contemporary Management	CC	5	73	2	3	25	75	100	3
	III	BB25C02	Financial Accounting	CC	5	73	2	3	25	75	100	3
	III	BB25C03	Organizational Behavior	CC	5	73	2	3	25	75	100	3
	III	TH24A02/ ES25A01/ HI25A01/ EG24A01	Mathematics for Management I / Indian Economic Development / Fundamentals of Political Science English through classics I	GE	5	73	2	3	25	75	100	4
	IV	NME25B1/ NME25A1	Basic Tamil I / Advanced Tamil I	AEC	2	28	2	-	100		100	2
		NME23WS	Women Studies	AEC	2	30	-	-	100		100	
	VI	NM25GAW	General Awareness	AECC	SS	-	-	-	100		100	Gr.
I-II	VI	COM25SER	Community Services 30 Hours	GC	-	-	-	-	-		-	-
I-V	VI	24BONL1 24BONL2 24BONL3	Online Course I Online Course II Online Course III	ACC	-	-	-	-	-		-	-

L : Language  
E : English  
CC : Core Courses  
GE : Generic Elective

AEC : Ability Enhancement Courses  
AECC : Ability Enhancement Compulsory Courses  
ACC – Additional Credit Course

CA – Continuous Assessment  
ESE - End Semester Examination  
Gr: Grade

## Examination System

One test for the continuous assessment will be conducted on pre-determined dates, i.e., commencing on the 50th day from the date of reopening. The Model Exam will be conducted after completing 85th working days. Marks for ESE and CA with reference to the maximum for the course will be as follows

### Question Paper Pattern

#### CA Question Paper Pattern and Distribution of marks - Language and English

Section A 5 x 1 (No choice) : 5 Marks

Section B 4 x 5 (4 out of 6) : 20 Marks (250 words)

Section C 2 x 10 (2 out of 3) : 20 Marks (500 words)

**Total : 45 Marks**

#### Core & Allied - CA Pattern -Theory- (First 3 Units)

Section A – 3 x 2 = 6 Marks

Section B – 3 x 5 = 15 Marks (either or – same CLO Level)

Section C – 3 x 8 = 24 Marks (either or – same CLO Level)

**Total : 45 Marks**

#### UG - Accounts Courses

##### CA Question from each unit comprising of first 3 units

One question with a weightage of 2 Marks : 3 x 2 = 6 Marks

One question with a weightage of 5 Marks : 3 x 5 = 15 Marks

One question with a weightage of 8 Marks

(Internal Choice at the same CLO level) : 3 x 8 = 24 Marks

**Total : 45 Marks**

#### Model & End Semester Examination – Question Paper Pattern and Distribution of Marks Language and English

Section A 10 x 1 (10 out of 12) : 10 Marks

Section B 5 x 5 (5 out of 7) : 25 Marks (250 words)

Section C 4 x 10 (4 out of 6) : 40 Marks (600 - 700 words)

**Total : 75 Marks**

#### Core & Allied – ESE Pattern (Theory)

Section A – 5 x 2 = 10 Marks

Section B – 5 x 5 = 25 Marks (either or – same CLO Level)

Section C – 5 x 8 = 40 Marks (either or same CLO Level)

**Total : 75 Marks**

#### ESE Question Paper Pattern: (for Accounts Paper)

Question from each unit comprising of

One question with a weightage of 2 Marks : 5 x 2 = 10 Marks

One question with a weightage of 5 Marks : 5 x 5 = 25 Marks

One question with a weightage of 8 Marks

(Internal Choice at the same CLO level) : 5 x 8 = 40 Marks

**Total : 75 Marks**

**Advanced Tamil & Basic Tamil**

CIA Test	- 25 Marks (Conducted for 50 marks after 50 days)
Model Exam	- 50 Marks (Conducted for 75 marks after 85days)
Quiz	- 15 Marks
Assignment	- 10 Marks
<b>Total</b>	<b>- 100 Marks</b>

**Women's Studies**

- Quiz after each module of class hours - 50 Marks
- Assignment after each unit -25 Marks
- A project submission at the end of course - 25 Marks

**Total Marks - 100 Marks****Continuous Internal Assessment Pattern**

CIA Test	- 5 Marks (Conducted for 45 marks after 50 days)
Model Exam	- 7 Marks (Conducted for 75 marks after 85days (Each Unit 15 Marks))
Sem/Ass/Quiz	- 5 Marks
Class Participation	- 5 Marks
Attendance	- 3 Marks (91-100% attendance: 3 Marks; 81-90% attendance: 2 Marks; 75-80% attendance: 1 Mark)

**Total: 25 Marks****MAPPING OF PLOs WITH CLOs**

COURSE	PROGRAMME LEARNING OUTCOMES				
	PLO 1	PLO2	PLO3	PLO4	PLO5
<b>COURSE- BB25C01</b>					
<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
<b>CLO1</b>	S	S	M	S	S
<b>CLO2</b>	S	S	S	S	M
<b>CLO3</b>	S	S	S	M	L
<b>CLO4</b>	S	M	M	S	L
<b>COURSE- BB25C02</b>					
<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
<b>CLO1</b>	S	S	M	S	S
<b>CLO2</b>	S	S	M	S	M
<b>CLO3</b>	L	S	S	M	M
<b>CLO4</b>	S	L	S	S	S
<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
<b>CLO1</b>	S	S	S	L	S
<b>CLO2</b>	S	L	S	S	S
<b>CLO3</b>	S	S	S	M	M
<b>CLO4</b>	M	S	S	M	M

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>BB25C01</b>	<b>CONTEMPORARY MANAGEMENT</b>	<b>Theory</b>	<b>73</b>	<b>2</b>	<b>-</b>	<b>3</b>

### **Preamble**

1. To impart thorough understanding of management fundamentals and diverse managerial functions to students.
2. To empower students with comprehension of essential managerial skills crucial for achieving success in managerial roles.
3. To equip students with knowledge in planning, decision-making, organizing, and controlling, essential for navigating evolving organizational structures, globalization, technological advancements, and diverse workforce dynamics.
4. To integrate the concept of social responsibility into business decision-making processes.

### **Course Learning Outcomes**

On the successful completion of the course, students will be able to

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
<b>CLO1</b>	Recall fundamental concepts, definitions, and scope of management including traditional and modern approaches, ethics, social responsibility, and lessons from Indian Knowledge Systems (IKS).	<b>K1</b>
<b>CLO2</b>	Explain the nature, functions, and significance of core managerial functions such as planning, organizing, staffing, directing, controlling, and coordinating in diverse business contexts.	<b>K2</b>
<b>CLO3</b>	Apply principles of management, decision-making, creativity, and innovation using tools like OKRs, AI, and design thinking to solve business problems and enhance organizational performance.	<b>K3</b>
<b>CLO4</b>	Analyze the impact of management structures, control techniques, and emerging trends like Industry 4.0/5.0, DEI, and crisis/change management on organizational effectiveness and sustainability.	<b>K4</b>

### **Mapping with Programme Learning Outcomes**

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
<b>CLO1</b>	S	S	M	S	S
<b>CLO2</b>	S	S	S	S	M
<b>CLO3</b>	S	S	S	M	L
<b>CLO4</b>	S	M	M	S	L

S-Strong; M-Medium; L-Low

## CONTEMPORARY MANAGEMENT - BB25C01

(73 Hours)

### UNIT – I

(14 Hours)

**Management:** Meaning - Definition – **\*Scope\*** - Features – Levels – **\*Managerial Roles and Skills\***-Management as an art or a science or a profession – Functions of Management - **\*Management Thoughts (Scientific & Modern Management)\***- Ethics - **\*Social Responsibility\*** – Sustainable Management - Management Lessons from IKS (Arthashastra and Thirukkural).

### UNIT – II

(15 Hours)

**Planning:** Meaning - Definition – **\*Nature\*** - Characteristics – Importance – **\*Process – \*Types\*** - Limitations – Management by OKRs (Objectives and Key Results) - Decision Making: Meaning-Definition - Features – **\*Process\*** –Types - Artificial Intelligence in Decision Making -Design Thinking - Creativity – Innovation.

### UNIT – III

(14 Hours)

**Organizing:** Meaning - Definition – **\*Principles\***– Formal and Informal Organization - **\*Forms of Organisation (Organisation Structure) \*** - **\*Delegation and Authority\*** — Learning Organization-Centralization and Decentralization.

**Staffing:**Meaning-Importance- **\*Process of Staffing\*** – Directing- Definition- Characteristics– Importance- **\*Manager Vs Leader\***.

### UNIT – IV

(15 Hours)

**Controlling:** Definition – **\*Characteristics\***– Importance - Limitations - Control Process – Effective control system - Types of Control - Control Techniques: Budgetary Control and Non budgetary control-Management by Walking Around (MBWA).

**\*Co-ordination: Meaning\* - \*Definition\***– Features – Types – Benefits. Co-Working Spaces- Meaning -Opportunities and Challenges.

### UNIT – V

(15 Hours)

**Emerging Trends in Management:** Crisis Management- Change Management (adapting to change)- Gender Balance - Diversity, Equity, and Inclusion (DEI) - Global Management Competencies.

**\*Introduction to Industry 4.0- Need\***– Reasons for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0- Skills required for Industry 4.0- Advancements in Industry 4.0— Impact of Industry 4.0 on Society, Business, Government and People - Introduction to Industry 5.0 - Principles of Industry 5.0.

**\* Highlighted Text offered in blended mode (Links Provided)**

Case study Analysis- (Internal Evaluation Only)

**Text Book:**

S. No	Author(s)	Title of the Book	Publisher	Year & Edition
1	Gareth Jones and Jennifer George	Contemporary Management	McGraw-Hill	2024 13 <sup>th</sup> Edn
2	L M Prasad	Principles and Practice of Management	Sultan Chand and Sons	2024 11 <sup>th</sup> Edn
3	Gupta CB	Management Theory and Practice	Sultan Chand & Sons	2023 21 <sup>st</sup> Edn
4. P. Kaliraj, T. Devi, Higher Education for Industry 4.0 and Transformation to Education 5.0				

**Reference Books:**

S. No	Author(s)	Title of the Book	Publisher	Year & Edition
1	Harold Koontz, Heinz Weihrich & Mark V.Cannice	Essentials of Management- An International, Innovation and Leadership Perspective	Tata McGraw Hill	2023 11 <sup>th</sup> Edn
2	Stephen P Robbins; Mary K Coulter	Management	Hoboken, NJ : Pearson	2021 15 <sup>th</sup> Edn
3	Mahadevan, B., Bhat Vinayak Rajat, Nagendra Pavana R.N.	Introduction to Indian Knowledge System: Concepts and Applications	PHI Learning Private Ltd. Delhi.	2022

**Reference Links: Web-links****1. Management Lessons from Kautilya's Arthashastra:**

<https://theintactone.com/2019/08/09/mcie-u1-topic-3-management-lessons-from-kautilya-arthashastra/>

<https://www.esamskriti.com/e/Spirituality/Education/Arthashastra-Lessons-for-Management-Theory-1.aspx>

**2. Management Concepts in Thirukkural:**

[https://www.researchgate.net/publication/338570731\\_management\\_concepts\\_in\\_thirukkural](https://www.researchgate.net/publication/338570731_management_concepts_in_thirukkural)

**3. OKRs:** <https://www.whatmatters.com/resources/okr-and-mbo-difference-between?utm>**4. AI in Decision Making:** <https://intellias.com/ai-decision-making/?utm>**5. Coworking Spaces:** [https://www.zoho.com/workdrive/digest/work-culture/9-benefits-and-challenges-of-coworking-spaces.html?utm\\_source=chatgpt.com](https://www.zoho.com/workdrive/digest/work-culture/9-benefits-and-challenges-of-coworking-spaces.html?utm_source=chatgpt.com)**6. Diversity, Equity and Inclusion | UN Global Compact:** <https://unglobalcompact.org/take-action/action/dei?utm>



**OER Resources:**

1. <https://openstax.org/books/principles-management/pages/3-3-the-industrial-revolution>
2. <https://www.toolshero.com/management/14-principles-of-management/>
3. [https://biz.libretexts.org/Bookshelves/Management/Principles\\_of\\_Management](https://biz.libretexts.org/Bookshelves/Management/Principles_of_Management)
4. e-PGPathshala:  
<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=ahLCajOqz6/GWFCSpr/XYg==>

**NPTEL Video Links:**

1. Concept of Management, Organizing, Controlling, Management & Society, Creativity & Innovation: <https://nptel.ac.in/courses/122108038>
2. Introduction to Industry 4.0: <https://youtu.be/wgWRLu8p90M>

**Blended Learning Links**

S.no	Topic	Blended Learning Links
1	Scope of Management	<a href="https://youtu.be/r19R2oHY1cc">https://youtu.be/r19R2oHY1cc</a>
2	Managerial Roles and Skills	<a href="https://youtu.be/YRN-qlwZnVQ">https://youtu.be/YRN-qlwZnVQ</a>
3	Management Thoughts: Scientific	<a href="https://youtu.be/N0FdYnx9-vA">https://youtu.be/N0FdYnx9-vA</a> <a href="https://youtu.be/O_jsxkRCS4U">https://youtu.be/O_jsxkRCS4U</a>
4	Modern Management Thoughts	<a href="https://youtu.be/B28ipvdbf-U">https://youtu.be/B28ipvdbf-U</a> <a href="https://youtu.be/6553W0BS4y0">https://youtu.be/6553W0BS4y0</a>
5	Social Responsibility	<a href="https://youtu.be/ZoKihFLCY0s">https://youtu.be/ZoKihFLCY0s</a>
6	Nature of Planning	<a href="https://youtu.be/x3RCjZU9n5o">https://youtu.be/x3RCjZU9n5o</a>
7	Process of Planning	<a href="https://youtu.be/QDRkZbbwTq8">https://youtu.be/QDRkZbbwTq8</a>
8	Types of Plans- Singleuse plans & Standing plans	<a href="https://youtu.be/KWy_m6QfFhw">https://youtu.be/KWy_m6QfFhw</a>
9	Decision making process	<a href="https://youtu.be/vliBLYBlxi4">https://youtu.be/vliBLYBlxi4</a>
10	Organising: Principles	<a href="https://youtu.be/bAKgOVSmstQ">https://youtu.be/bAKgOVSmstQ</a>
11	Forms of Organisation (organisation structure)	<a href="https://youtu.be/bj0E1wcdLtE">https://youtu.be/bj0E1wcdLtE</a>
12	Delegation & Authority	<a href="https://youtu.be/kLXk_RoaSLg">https://youtu.be/kLXk_RoaSLg</a> <a href="https://youtu.be/WsqH8ygPS1k">https://youtu.be/WsqH8ygPS1k</a>
13	Process of staffing	<a href="https://youtu.be/uyw9kRCh0Kw">https://youtu.be/uyw9kRCh0Kw</a>
14	Manager Vs Leader	<a href="https://youtu.be/-ktIjqpHG8k">https://youtu.be/-ktIjqpHG8k</a>
15	Characteristics of Controlling	<a href="https://youtu.be/0FfDk1-JgVs">https://youtu.be/0FfDk1-JgVs</a>
16	Coordination: Meaning and Definition	<a href="https://youtu.be/wFJwzB-0JV4">https://youtu.be/wFJwzB-0JV4</a>
17	Introduction to Industry 4.0- Need	<a href="https://youtu.be/wgWRLu8p90M">https://youtu.be/wgWRLu8p90M</a>

**Pedagogy:** Chalk& Talk, lecture, Seminar, PPT, Group Discussion, Activity Based, Case Study.

<b>COURSE NUMBER</b>	<b>COURSE TITLE</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>BB25C02</b>	<b>FINANCIAL ACCOUNTING</b>	<b>Theory</b>	<b>73</b>	<b>2</b>	<b>-</b>	<b>3</b>

### **Preamble**

- To understand the basic concepts, conventions and principles of financial accounting.
- To deepen knowledge on all the components of the final accounts, using a double entry book keeping perspective.
- To convey sufficient knowledge for an adequate interpretation, analysis and use the information provided by financial accounting.
- To familiarize students with special systems like Hire Purchase and Bills of Exchange.
- To effectively communicate financial results and position to stakeholders.

### **Course Learning Outcomes**

On the successful completion of the course, students will be able to

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
<b>CLO1</b>	Recognize the fundamental concepts, principles, and significance of financial accounting.	<b>K1</b>
<b>CLO2</b>	Apply accounting tools and techniques to record, classify, and summarize financial transactions using the double-entry bookkeeping system.	<b>K2</b>
<b>CLO3</b>	Prepare and interpret financial statements by incorporating adjustments and adhering to accounting standards.	<b>K3</b>
<b>CLO4</b>	Analyze financial data, assess accounting operations, and evaluate financial reports for informed decision-making.	<b>K4</b>

### **Mapping with Programme Learning Outcomes**

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
<b>CLO1</b>	S	S	M	S	S
<b>CLO2</b>	S	S	M	S	M
<b>CLO3</b>	L	S	S	M	M
<b>CLO4</b>	S	L	S	S	S

**S-Strong; M-Medium, L- Low**

**Financial Accounting - BB25C02****(73 Hours)****UNIT – I****(15 Hours)**

Nature of Accounting - **\*GAAP\*** - Generally Accepted Accounting Principles - Accounting Concepts and conventions – Accounting Cycle – Accounting Equations - AI in Accounting – IKS in Accounting (Arthshastra & Bahi-Khata System) - **\*Kinds of Accounts\*** - Journal - Ledger - Subsidiary Books: Purchase Book - Sales Book - Returns Book - Cash Book.

**UNIT – II****(14 Hours)**

Trial Balance-**\*objectives\*** and methods of preparing Trial Balance - Rectification of Errors - **\*Types of errors\*** - preparation of suspense account - effect of errors on profit - Reasons for difference between Cash Book and Pass Book Balance - Preparation of Bank Reconciliation Statement

**UNIT – III****(14 Hours)**

Depreciation – **\*Introduction, Need\*** - Methods: Straight line and Diminishing balance methods – Capital and Revenue expenditure - Preparation of Manufacturing – Trading and Profit and Loss Account – Balance Sheet - **\*Treatment of adjustments\***

**UNIT – IV****(15 Hours)**

Hire Purchase System – Default and Repossession - Hire Purchase Trading Account - Installment System - Bills of Exchange – entries in the books of drawer and acceptor.

**UNIT - V****(15 Hours)**

Final accounts of a company - Horizontal and vertical forms of income statement and Balance sheet and its contents - Financial statement analysis - comparative, common size statements and trend analysis –**\*Ethics in financial reporting\*** - Introduction to Digital Assets.

(Theory and Problems in the ratio of 20% and 80% respectively)

**TEXT BOOK:**

S. No	Author(s)	Title of the Book	Publisher	Year & Edition
1	T.S. Reddy and A. Murthy	Financial Accounting	Margham Publications.	2023 7 <sup>th</sup> Edn
2	S.P. Jain ,K.L. Narang, Simmi Agrawal & Monika Sehgal	Financial Accounting	Kalyani Publishers	2023 9 <sup>th</sup> Edn
3	M.P. Gupta and B.M. Agarwal	Financial Accounting	Sultan Chand Publications	2023 1 <sup>st</sup> Edn

**REFERENCE BOOKS:**

S. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	S.N. Maheswari, Suneel K. Maheswari, Sharad K. Maheswari	Financial Accounting for BBA	Vikas Publishing House	2023 3 <sup>rd</sup> Edn
2	P C Tulsian, Bharat Tulsian, Tushar Tulsian	Financial Accounting	Sultan Chand Publications	2023 2 <sup>nd</sup> Edn

**Blended Learning Links**

S.no	Principles	Blended Learning Links
1	Principles	<a href="https://archive.nptel.ac.in/courses/110/106/110106147/">https://archive.nptel.ac.in/courses/110/106/110106147/</a>
2	Kinds of Accounts	<a href="https://archive.nptel.ac.in/courses/110/106/110106147/">https://archive.nptel.ac.in/courses/110/106/110106147/</a>
3	Objectives, Types of error	<a href="https://www.youtube.com/watch?v=zCZoqINp5P0">https://www.youtube.com/watch?v=zCZoqINp5P0</a>
4	Treatment of Adjustments	<a href="https://www.youtube.com/watch?v=LzVZuBIsusU">https://www.youtube.com/watch?v=LzVZuBIsusU</a>
5	Depreciation – Meaning, Need for depreciation	<a href="https://www.youtube.com/watch?v=fINkBABbqZU">https://www.youtube.com/watch?v=fINkBABbqZU</a>
6	Ethics in financial reporting.	<a href="https://onlinecourses.nptel.ac.in/noc25_mg24/preview">https://onlinecourses.nptel.ac.in/noc25_mg24/preview</a>

**Pedagogy:** Chalk & Talk, lecture, Seminar, PPT, Group Discussion, Activity Based, Case Study.

COURSE CODE	COURSE NAME	Category	L	T	P	Credit
BB25C03	ORGANISATIONAL BEHAVIOUR	Theory	73	2	-	3

### Preamble

1. To provide the students with knowledge on organizational behaviour concepts, theories, and business practices at national and global level.
2. To develop human relation skills (group dynamics, team building and leadership).
3. To analyze the impact of personality, values, perception, motivation, and attitudes on behaviour in organizations.
4. To apply organizational behaviour approaches in the workplace towards improving organization's effectiveness.

### Course Learning Outcome

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand Organisational behaviour concepts, theories and relate it to organizational context.	K1
CLO2	Recognize the impact of perceptions, attitudes, personality, culture and rewards on organizational performance.	K2
CLO3	Apply the needs of group dynamics, cohesiveness, power, politics and values for development of team building.	K3
CLO4	Analyse the behaviour of individuals and groups to handle stress and conflict in an organisation and adapt with the organization climate and changes.	K4

### Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	L	S
CLO2	S	L	S	S	S
CLO3	S	S	S	M	M
CLO4	M	S	S	M	M

**S-Strong; M-Medium; L-Low**

## ORGANISATIONAL BEHAVIOUR – BB25C03

(73 Hours)

### UNIT – 1

(15 Hours)

Nature and importance of Organisational Behaviour (OB) - **\*Concept and Relevance of OB in Modern Management\*** - Models of OB- Challenges and Opportunities faced by Managers applying OB- Revolutionizing Technology in OB - Learning: Concept and Implications; Conditioning and Social Learning Theories; Self-concept, Self-Esteem, **\*Personality, Meaning, Major determinants of Personality, Personality traits - Personality tests\*** - Panchakosha Model of Personality (Five layers of personality).

### UNIT – II

(15 Hours)

Perception- Process, importance, **\*factors influencing perception\***, Managerial and Behavioural applications of Perception, **\*Attribution Theory –Organisational Applications\*** **Motivation**-Concept, Theories (Maslow, Herzberg, and McGregor) - **\*Evaluation, Feedback and Reward** - Attitudes: characteristics, components, Types of Attitudes; Values, Beliefs and Attitudes with Managerial Implications\*

### UNIT – III

(15 Hours)

Group Dynamics- Definition, types of Groups, Stages of Group Development, **\*Team Building**, Emotional Intelligence (EI) in teamwork, AI in Workplace Collaboration and Team Dynamics - **Group Cohesiveness – Group norms -Group processes and Group Decision Making\***, Evolution of a Group into Teams. **\*Organisation Power: Concept, Source and Classification; Power Tactics; Coalitions\***; Politics: People's Response to Organisational Politics.

### UNIT – IV

(14 Hours)

Organisational Culture: Concept; Dominant Culture; Strong vs Weak Cultures; Creating and Sustaining Culture; **\*Across Culture\***; Employees Learning of The Culture; Bureaucratic Culture Influence Organizational Structure, Panchatantra way of Conflict Resolution - Responsive Culture. Organisational Stress & Conflict: Concept; Consequences and Sources; **\*Stress Management: Approaches; Types of Stress and Conflicts; Stages; Effects and Management of Conflicts \***.

### UNIT – V

(14 Hours)

Organisational Development and Climate – Objectives-Characteristics-Importance- Factors - Rational decision making- Vedic perspective - AI Application - **\*Organisational Effectiveness- Organisational Change and innovation - Concept and Forces for Change\***; Managing Planned Changes; Resistance to Change; **Boundedness of Managing the Change\***.

**\* Highlighted Text offered in blended mode (Links Provided)**

Case study (internal valuation only)

**Text Books:**

Sl.No	Author(s)	Title of the Book	Publisher	Year & Edition
1.	L.M. Prasad	Organisational Behaviour	Sultan Chand & Sons	2024 4 <sup>th</sup> Edn
2.	Stephen P. Robbins, Timothy A. Judge Neharika Vohra	Organisational Behaviour	Pearson	2023 19 <sup>th</sup> Edn
3.	Steven McShane, Mary Ann Von Glinow	Organisational Behaviour	McGraw-Hill Higher Education	2024 8 <sup>th</sup> Edn

**Reference Books:**

Sl.No	Author(s)	Title of the Book	Publisher	Year & Edition
1.	Steven L. McShane, Mary Ann Von Glinow, Himanshu Rai	Organisational Behaviour	McGraw Hill	2022 9 <sup>th</sup> Edn
2.	Dr. F. C. Sharma	Organisational Behaviour	SBPD Publications	2021 1 <sup>st</sup> Edn
3.	Mathias J. Seventh	Organizational Behavior: How to Turn Your Business into The Professional Organization That You Want	Author's Republic	2019 1 <sup>st</sup> Edn

**Pedagogy:** Chalk & Talk, lecture, Seminar, PPT, Group Discussion, Activity Based, Case Study.

**Blended Learning Links:**

S.No.	Topics	Blended Learning Links
1	Concept and Relevance of OB in Modern Management	<a href="https://www.youtube.com/watch?v=sLHfYnxh8s&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTs b&amp;index=3">https://www.youtube.com/watch?v=sLHfYnxh8s&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTs b&amp;index=3</a>
2	Personality, Personality traits	<a href="https://www.youtube.com/watch?v=vJuYtdksW6c&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTs b&amp;index=6">https://www.youtube.com/watch?v=vJuYtdksW6c&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTs b&amp;index=6</a>
3	Personality tests	<a href="https://www.youtube.com/watch?v=fncSqQxgGnw&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTs b&amp;index=7">https://www.youtube.com/watch?v=fncSqQxgGnw&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTs b&amp;index=7</a>
4	Factors influencing perception,	<a href="https://www.youtube.com/watch?v=DNdUY4nz1qQ&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTs b&amp;index=11">https://www.youtube.com/watch?v=DNdUY4nz1qQ&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTs b&amp;index=11</a>
5	Attribution Theory – Organisational Applications	<a href="https://www.youtube.com/watch?v=hKCCzdqhs1I&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTs b&amp;index=12">https://www.youtube.com/watch?v=hKCCzdqhs1I&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTs b&amp;index=12</a>

6	Evaluation, Feedback and Rewards	<a href="https://www.youtube.com/watch?v=MK9Jt7BxoYM&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&amp;index=18">https://www.youtube.com/watch?v=MK9Jt7BxoYM&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&amp;index=18</a>
7	Values, Beliefs and Attitudes with Managerial Implications	<a href="https://www.youtube.com/watch?v=qaCs1PyPG04&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&amp;index=10">https://www.youtube.com/watch?v=qaCs1PyPG04&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&amp;index=10</a>
8	Team Building	<a href="https://www.youtube.com/watch?v=6mBLT7gux2I&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&amp;index=22">https://www.youtube.com/watch?v=6mBLT7gux2I&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&amp;index=22</a>
9	Group Cohesiveness – Group norms - Group processes and Group Decision Making,	<a href="https://www.youtube.com/watch?v=v1gigx9fwcY&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&amp;index=23">https://www.youtube.com/watch?v=v1gigx9fwcY&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&amp;index=23</a>
10	Organisation Power: Concept and Classification; power Tactics; Coalitions	<a href="https://www.youtube.com/watch?v=3wLDyPN4QMY&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&amp;index=26">https://www.youtube.com/watch?v=3wLDyPN4QMY&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&amp;index=26</a>
11	Across culture	<a href="https://www.youtube.com/watch?v=_s6z81TGMXQ&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&amp;index=41">https://www.youtube.com/watch?v=_s6z81TGMXQ&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&amp;index=41</a>
12	Managing Stress and Conflicts.	<a href="https://www.youtube.com/watch?v=KHD0pIh6UEg&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&amp;index=20">https://www.youtube.com/watch?v=KHD0pIh6UEg&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&amp;index=20</a>
		<a href="https://www.youtube.com/watch?v=KXTi6S-pLa8&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&amp;index=25">https://www.youtube.com/watch?v=KXTi6S-pLa8&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&amp;index=25</a>
13	Organisational Effectiveness- Organisational Change and innovation - Concept and Forces for Change	<a href="https://www.youtube.com/watch?v=TnhBeaFbHYo&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&amp;index=39">https://www.youtube.com/watch?v=TnhBeaFbHYo&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&amp;index=39</a>
14	Boundedness of Managing the Change.	<a href="https://www.youtube.com/watch?v=Ws2gVrVzYbo&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&amp;index=40">https://www.youtube.com/watch?v=Ws2gVrVzYbo&amp;list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&amp;index=40</a>