

Organisational Behaviour And Strategic Management
Professional - III

OBJECTIVES:

To provide the students with a detailed knowledge of business organisation and management to enable them to:

- a) Apply theoretical approach to working in various types of organisation
- b) Control functions of management at all levels more effectively.
- c) Methods and techniques of marketing management to enable them to play an effective role in strategic business planning of marketing operations of an organisation.

ABILITY REQUIRED:

Professional knowledge and skills.

WEIGHTAGE

CONTENTS

SECTION - A

ORGANISATIONAL BEHAVIOUR: (50 MARKS)

10	1.	INTRODUCTION: Definition and objectives, organisational behaviour, an exciting field of study and application, the foundation and background for organisational behaviour, organisational culture, the international interaction.
10	2.	BASIC UNDERSTANDING OF INDIVIDUAL BEHAVIOUR: Personality, perception, attitudes and job satisfaction, job stress.
10	3.	MOTIVATION AND LEARNING - THE FOCUS OF ORGANISATIONAL BEHAVIOUR: Motivation, needs and processes, motivation applied, job design and goal setting, learning, concepts and principles, organisational behaviour modification.
10	4.	INTERPERSONAL AND GROUP BEHAVIOURS, DYNAMICS AND INFLUENCE: Groups, formal and informal, interactive behaviours and conflict, power politics, leadership processes and styles.
10	5.	THE PROCESS AND STRUCTURE OF ORGANISATIONAL BEHAVIOUR: Communication, decision-making and control, organisation theory and design, organisation changes, development and the future.

SECTION - B

STRATEGIC MANAGEMENT: (50 MARKS)

- 8 1. **INTRODUCTION TO MANAGEMENT:**
Objectives and constraints of management, managerial environment, the evolution of management theory, management in the twenty-first century, organisational and natural environments, social responsibility and ethics, globalisation and management, inventing and reinventing organisations, culture and multiculturalism, quality.
- 8 2. **PLANNING:**
Nature, objectives, types and steps, decision making, planning strategic management, strategy implementation.
- 8 3. **ORGANIZING:**
Organisational design and organisational structure, power and the delegation of authority, human resource management, managing organisational change and innovation.
- 8 4. **LEADING:**
Managing and the human factor, motivation, leadership, team and teamwork, communication and negotiation.
- 8 5. **CONTROLLING:**
Methods, techniques and process of control, effective control, operations management, information systems.
- 10 6. **ENVIRONMENT AND STRATEGY:**
Environment and market analysis: PEST analysis, competitive forces, static and dynamic environments, general environmental trends (e.g. globalisation, quality etc), the concept of strategy: planned, emergent, muddling through, the needs for organisations to plan for the long term: advantages and disadvantages of strategic planning.

CORE READINGS:

AUTHORS:

PUBLISHER :

Organisational Behaviour

Fred Luthans

McGraw-Hill Company Inc.,
Princeton Road,
S-1 Hight Slown
NJ08520,
New York.

Management

James A. Stoner, R. Edward
Freeman & Daniel R. Gilbert Jr.

Prentice-Hall of India Pvt. Ltd.,
New Delhi-110001.

ADDITIONAL READING:

Management of Organisational
Behaviour & Marketing

J. M. Ivancevich,
M. T. Mattson

Irwin,
Homewood, 1160430,
Boston MA02116.