

<b>COURSE TITLE</b>	<b>BUSINESS ORGANIZATION MANAGEMENT</b>
<b>COURSE CODE</b>	<b>04GB0103</b>
<b>COURSE CREDITS</b>	<b>4</b>

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Recall the evolution of management thought and differentiate between various managerial roles and skills.
- 2 Apply decision-making techniques to analyze organizational structures and propose effective departmentation strategies.
- 3 Evaluate leadership theories and motivational strategies while demonstrating effective communication and negotiation skills.
- 4 Understand the implications of globalization and diversity management in the context of strategic decision-making.
- 5 Examine SWOT analysis of various business practices.

**Pre-requisite of course:**N/A

#### Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	<b>Foundations of Management</b> Introduction to Management, Evolution of Management Thought, Functions of Management: Planning, Organizing, Leading, Controlling, Managerial Roles and Skills, Ethical and Social Responsibilities of Managers	15
2	<b>Organizational Structure and Decision Making</b> Organizational Structure: Types, Design, Departmentation, Decision Making Process and Techniques, Group Decision Making, Authority, Responsibility, and Delegation	15
3	<b>Leadership, Motivation, and Communication</b> Theories of Leadership, Leadership Styles, Motivation Theories, Communication in Management, Negotiation Skills	15
4	<b>Strategic Management and Contemporary Issues</b> Strategic Management Process, SWOT Analysis, Competitive Strategies, Globalization and Diversity Management, Sustainable Business Practices	15
<b>Total Hours</b>		<b>60</b>

**Textbook :**

- 1 Business Organization and Management, Dr. Y.K. Bhushan, S. Chand & Company Ltd., 2022
- 2 Organizational Behavior: Improving Performance and Commitment in the Workplace, Jason Colquitt, Jeffery LePine, Michael Wesson, McGraw-Hill Education, 2022

**References:**

- 1 Business Organization and Management, Business Organization and Management, Tulsian P.C., Pearson Education India, 2021
- 2 Management: Leading & Collaborating in a Competitive World, Management: Leading & Collaborating in a Competitive World, Thomas S. Bateman, Scott A. Snell, Robert Konopaske, McGraw-Hill Education, 2022

**Suggested Theory Distribution:**

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

**Instructional Method:**

- 1 THEORY

**Supplementary Resources:**

- 1 <https://www.coursera.org/learn/uva-darden-strategy101>
- 2 <https://www.mygreatlearning.com/academy/learn-for-free/courses/principles-of-management>
- 3 <https://www.life-global.org/course/343-introduction-to-digital-business-skills>
- 4 chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.mmimert.edu.in/images/digital-library/the-basics-of-business-management-vol-i.pdf
- 5 chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://ec.europa.eu/programmes/erasmus-plus/project-result-content/9a1c8bee-11f3-48f0-8e25-c86b14cf445a/Business%20Management%20And%20Organization%20Booklet.pdf