SWARNANDHRA

COLLEGE OF ENGINEERING & TECHNOLOGY

(AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi,Accredited by
NAAC with "A" Grade – 3.32 CGPA,Recognized under 2(f) & 12(B) of UGC Act 1956,
Approved by AICTE, New Delhi,Permanent Affiliation to JNTUK, Kakinada
Seetharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

## TEACHING PLAN

| Course Code | Course Title | Semester | Branches | Contact Periods /Week | Academic Year | Date of commencement of Semester |
|---|---|---|---|---|---|---|
| 16BMXO02 | Industrial Sociology& Psychology | VIII | Common to all branches | 6 | 2019-20 | 25/11/2019 |

| COURSE OUTCOMES | |
|---|---|
| 1 | Ill Illustrate the technological and cultural factors that effect social relations in industry.[K3] |
| 2 | Discriminate between work team & groups and also Identify the group behavior that influence pricing process.[K4& K1] |
| 3 | Analyze the causes and consequences of organizational conflicts.[K4] |
| 4 | Demonstrate various theories of motivation.[K2] |
| 5 | Generalize the process of organizational design and Describe various leadership theories.[K1&K2] |
| 6 | Evaluate the cross cultural issues in organization and Define various factors that resistance to change the organization.[K4&K1] |

| UNIT | Out Comes / Bloom's Level | Topics No. | Topics/Activity | Text Book / Reference | Contact Hour | Delivery Method |
|---|---|---|---|---|---|---|
| | | | **1. INDUSTRIAL SOCIOLOGY** | | | |
| | | 1.1 | Introduction to Industrial sociology | T1,T2 | 1 | |
| | | 1.2 | Nature of Industrial sociology | T1,T2 | 1 | |
| | | 1.3 | Scope of Industrial sociology | T1,T2 | 1 | Chalk& Talk,PPT Tutorial Active Learning & Case Study |
| I | CO1[K3] | 1.4 | Development of Industrial Sociology | T1,T2 | 1 | |
| | | 1.4 | Factors of social change | T1,T2 | 1 | |
| | | 1.5 | technological factors | T1,T2 | 1 | |
| | | 1.6 | Cultural factors are effects of technology on major social institutions | T1,T2 | 1 | |
| | | 1.6 | Social relations in industry | T1,T2 | 1 | |
| | | 1.7 | Social need of status system | T1,T2 | 1 | |
| Content beyond Syllabus (if needed) | | 1.8 | Industry Relationship | T1,T2 | 1 | |
| | | | | **Total** | **10** | |

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| | | **2.GROUP BEHAVIOR** | |
|---|---|---|---|---|---|---|
| **II** | **CO2[K1&K4]** | 2.1 | Concept of group Behaviour | T3 | 1 | Chalk& Talk,PPT Tutorial Active Learning & Case Study |
| | | 2.2 | Work Team | T3 | 1 | |
| | | 2.3 | Group formation | T3 | 1 | |
| | | 2.4 | Group development | T3 | 1 | |
| | | 2.4 | Decision making by individuals | T3 | 1 | |
| | | 2.4 | Group decision making process | T3 | 1 | |
| | | 2.5 | Individual influences | T3 | 1 | |
| | | 2.6 | Group decision process | T3 | 1 | |
| | | 2.6 | group dynamics | T3 | 1 | |
| | | | **Total** | | **9** | |
| **III** | **CO3[K4]** | **3. ORGANIZATIONAL CONFLICTS** | |
| | | 3.1 | Concept of organizational conflicts | T3 | 1 | Chalk& Talk,PPT Tutorial Active Learning & Case Study |
| | | 3.1 | Causes of conflicts | T3 | 1 | |
| | | 3.2 | consequences of conflicts | T3 | 1 | |
| | | 3.3 | Conflicts of Organizational | T3 | 1 | |
| | | 3.4 | Negotiation of Organizational Conflicts | T3 | 1 | |
| | | 3.5 | Emotional intelligence | T3 | 1 | |
| | | 3.6 | Inter group behaviour | T3 | 1 | |
| | | 3.7 | Collaboration | T3 | 1 | |
| | | 3.8 | Concept of organizational conflicts | T3 | 1 | |
| | | 3.8 | Causes of conflicts | T3 | 1 | |
| Content beyond Syllabus (if needed) | | 3.9 | Negotiation | T3 | 1 | |
| | | | **Total** | | **11** | |
| **IV** | **CO4[K2]** | **4. INDUSTRIAL PSYCHOLOGY** | |
| | | 4.1 | Meaning of Industrial Psychology | T1, R2 | 1 | Chalk& Talk,PPT Tutorial Active Learning & Case Study |
| | | 4.1 | Nature of Industrial Psychology | T1,R2 | 1 | |
| | | 4.2 | Role of Industrial Psychology | T1,R2 | 1 | |
| | | 4.3 | Organizational Attitude | T1,R2 | 1 | |
| | | 4.4 | Motivation at work | T1,R2 | 1 | |
| | | 4.4 | Theories of MotivationTheoryX | T1,R2 | 1 | |

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| | | | | | | |
|---|---|---|---|---|---|---|
| | | 4.5 | Theories of MotivationTheoryY | T1,R2 | 1 | |
| | | 4.6 | McClelland's Theory | T1,R2 | 1 | |
| | | 4.7 | Maslow's Need Theory | T1,R2 | 1 | |
| | | 4.7 | Herzberg's Two Factor Theory | T1,R2 | 1 | |
| | | 4.7 | Cultural Differences in Motivation | T1,R2 | 1 | |
| Content beyond Syllabus (if needed) | | 4.8 | Motivational Method | T2,R2 | **1** | |
| | | | | **Total** | **12** | |
| | **5. FINANCIAL MANAGEMENT** | | | | | |
| V | CO5.[K1&K2] | 5.1 | Organizational Design | T3 , R3 | 1 | Chalk& Talk,PPT Tutorial Active Learning & Case Study |
| | | 5.2 | Organizational Structure | T3 , R3 | 1 | |
| | | 5.2 | Key organizational design process | T3 , R3 | 1 | |
| | | 5.3 | Structural differentiations | T3 ,R3 | 1 | |
| | | 5.4 | factors influencing design of organizations | T3 , R3 | 1 | |
| | | 5.5 | Concept of  Leadership | T3 , R3 | 1 | |
| | | 5.6 | Leadership vs Management | T3 ,R3 | 1 | |
| | | 5.7 | Leadership Theories | T3 , R3 | 1 | |
| | | 5.7 | Leadership styles | T3 , R3 | 1 | |
| | | 5.7 | Emerging issues in Leadership | T3 , R3 | 1 | |
| Content beyond Syllabus (if needed) | | 5.8 | Issues in Leadership | T2,R3 | 1 | |
| | | | | **Total** | **11** | |
| | **6. FORMS OF BUSINESS ORGANIZATIONS** | | | | | |
| VI | CO6[K1&K4] | 6.1 | Functions of organizational culture | R1,R2 | 1 | Chalk& Talk,PPT Tutorial Active Learning & Case Study |
| | | 6.2 | Organizational Socialization | R1,R2 | 1 | |
| | | 6.2 | Assessing Cultural Values and Fit | R1,R2 | 1 | |
| | | 6.3 | Cross Cultural issues | R1,R2 | 1 | |
| | | 6.4 | Managing Change Forces for change in Organization | R1,R2 | 1 | |
| | | 6.5 | Resistance to change and change management | R1,R2 | 1 | |
| | | 6.6 | Change Management | R1,R2 | 1 | |
| | | | | **Total** | 7 | |
| | | | **CUMULATIVE PROPOSED  PERIODS** | | 60 | |

**Text Books:**

| S.No. | AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION |
|---|---|
| 1 | Gisbert Pascal **,Fundamentals Of Indusrial Sociology,**Tata Mcgraw Hill Publishing Co.,New Delhi,2001. |
| 2 | Luthans,Fred**, Organizational Behavior,**Mcgraw Hill 2008. |
| 3 | Nelson And Khandelwal, **Organizational Behavior,** A South Asian Perspective,2012 |

**Reference Books:**

| S.No. | AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION |
|---|---|
| 1 | Schneider engno v., **Indusrial Sociology 2$^{nd}$ edition** Mcgraw Hill Publishing Co.,New Delhi1998. |
| 2 | Udai Pareek, **Organizational Behavior,**Oxford University Press |

**Web Details**

| 1 | https://www.youtube.com/results?search_query=industrail+socialogy |
|---|---|
| 2 | https://www.youtube.com/results?search_query=organisation+behaviour |

|  |  | Name | Signature with Date |
|---|---|---|---|
| i. | Faculty | K.SAI DURGA |  |
| ii. | Faculty II (for common Course) | CH.PRAVEEN |  |
| iii. | Faculty III (for common Course) | Dr.S.SHYAM SUNDHAR |  |
| iv. | Course Coordinator | K.SAI DURGA |  |
| v. | Module Coordinator | Dr.S.SHYAM SUNDHAR |  |
| vi. | Programme Coordinator | Dr.T.LOKESWARRA RAO |  |

**Principal**