



## 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 |
|-------------|---------------------------------------|----------|----------|-----------------------|---------------|----------------------------------|
| 19BMX002    | Industrial Sociology & Psychology(OE) | B. TECH  | EEE,CSE  | 5                     | 2021-22       | 1-10-21                          |

#### COURSE OUTCOMES

|   |   |
|---|---|
| 1 | Demonstrate the technological and cultural factors that affect social relations in industry. [K3]                                 |
| 2 | Discriminate between work team & groups and also Identify the group behavior that influence the decision-making process. [K4& K1] |
| 3 | Demonstrate various theories of motivation. [K2]  |
| 4 | Generalize the process of organizational design and describe various leadership theories. [K1&K2]                                 |
| 5 | Analyze the causes and consequences of organizational conflicts and identify the forces that change in an organisation. [K4&K1]   |

| UNIT         | Out Comes / Bloom's Level   | Topics No.                     | Topics/Activity   | Text Book / Reference | Contact Hour | Delivery Method |   |
|--------------|---|--------------------------------|---|-----------------------|--------------|-----------------|---|
| I            | Demonstrate the technological and cultural factors that affect social relations in industry. [K3] | <b>1. INDUSTRIAL SOCIOLOGY</b> |   |                       |              |                 | Chalk & Talk, PPT<br>Tutorial<br>Active Learning & Case Study |
|              |   | 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            |                 |   |
|              |   | 1.4                            | Development of Industrial Sociology                                 | T1,T2                 | 1            |                 |   |
|              |   | 1.5                            | Factors of social change  | T1,T2                 | 1            |                 |   |
|              |   | 1.6                            | Factors of Technological change                                     | T1,T2                 | 1            |                 |   |
|              |   | 1.7                            | Factors of Cultural change  | T1,T2                 | 1            |                 |   |
|              |   | 1.8                            | Cultural factors effects of technology on major social institutions | T1,T2                 | 1            |                 |   |
|              |   | 1.9                            | Social relations in industry  | T1,T2                 | 1            |                 |   |
| <b>Total</b> |   |                                |   |                       | <b>09</b>    |                 |   |
| II           | Discriminate between work team & groups   | <b>2.GROUP DYNAMICS</b>        |   |                       |              |                 | Chalk & Talk, PPT<br>Tutorial                                 |
|              |   | 2.1                            | Concept of Group Dynamics   | T3                    | 1            |                 |   |
|              |   | 2.2                            | Group Dynamics-importance   | T3                    | 1            |                 |   |



## 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, Kakirada Seetharampuram, W.G.D.T., Narsapur-534280, (Andhra Pradesh)

|              |   |  |  |        |           |   |
|--------------|---|--|--|--------|-----------|---|
|              | and also Identify the group behavior that influence the decision-making process. [K4& K1]         | 2.3  | factors influencing individual behavior      | T3     | 1         | Active Learning & Case Study                          |
|              |   | 2.4  | Work Teams & Groups                          | T3     | 1         |   |
|              |   | 2.5  | Group Behavior                               | T3     | 1         |   |
|              |   | 2.6  | Group Behavior-Theories                      | T3     | 1         |   |
|              |   | 2.7  | Group formation & development                | T3     | 1         |   |
|              |   | 2.8  | Decision making by individuals               | T3     | 1         |   |
|              |   | 2.9  | Group decision making process                | T3     | 1         |   |
|              |   | 2.10   | Group decision making techniques             | T3     | 1         |   |
| <b>Total</b> |   |  |  |        | <b>10</b> |   |
| III          | Demonstrate various theories of motivation. [K2]  | <b>3. INDUSTRIAL PSYCHOLOGY</b>                          |  |        |           | Chalk& Talk,PPT Tutorial Active Learning & Case Study |
|              |   | 3.1  | Meaning of Industrial Psychology             | T1, R2 | 1         |   |
|              |   | 3.2  | Nature of Industrial Psychology              | T1,R2  | 1         |   |
|              |   | 3.3  | Role of Industrial Psychology                | T1,R2  | 1         |   |
|              |   | 3.4  | Organizational Attitude                      | T1,R2  | 1         |   |
|              |   | 3.5  | Motivation at work                           | T1,R2  | 1         |   |
|              |   | 3.6  | Importance of Motivation                     |        |           |   |
|              |   | 3.7  | Theories of Motivation Theory X and Theory Y | T1,R2  | 1         |   |
|              |   | 3.8  | McClelland's Theory                          | T1,R2  | 1         |   |
|              |   | 3.9  | Maslow's Need Theory                         | T1,R2  | 1         |   |
|              |   | 3.10   | Herzberg's Two Factor Theory                 | T1,R2  | 1         |   |
|              | 3.11  | Cultural Differences in Motivation                       | T1,R2  | 1      |           |   |
| <b>Total</b> |   |  |  |        | <b>11</b> |   |
| IV           | Generalize the process of organizational design and describe various leadership theories. [K1&K2] | <b>4. ORGANISATIONAL DESIGN AND LEADERSHIP</b>           |  |        |           | Chalk& Talk,PPT Tutorial Active Learning & Case Study |
|              |   | 4.1  | Organizational Design                        | T3,R3  | 1         |   |
|              |   | 4.2  | Organizational Structure                     | T3,R3  | 1         |   |
|              |   | 4.3  | Key organizational design process            | T3,R3  | 1         |   |
|              |   | 4.4  | Structural differentiations                  | T3,R3  | 1         |   |
|              |   | 4.5  | Factors influencing design of organizations  | T3,R3  | 1         |   |
|              |   | 4.6  | Concept of Leadership                        | T3,R3  | 1         |   |
|              |   | 4.7  | Leadership styles                            | T3,R3  | 1         |   |
|              |   | 4.8  | Leadership vs Management                     | T3,R3  | 1         |   |
|              |   | 4.9  | Leadership Theories                          | T3,R3  | 1         |   |
|              | 4.10  | Emerging issues in Leadership                            | T3,R3  | 1      |           |   |
| <b>Total</b> |   |  |  |        | <b>10</b> |   |
| V            | Analyze the causes and consequences of  | <b>5. ORGANISATIONAL CONFLICTS AND CHANGE MANAGEMENT</b> |  |        |           | Chalk& Talk,PPT Tutorial                              |
|              |   | 5.1  | Concept                                      | T3,R3  | 1         |   |
|              |   | 5.2  | Reasons for Conflict                         | T3,R3  | 1         |   |
|              | 5.3   | Consequences of Conflict                                 | T3,R3  | 1      |           |   |



## 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)

|   |      |                                   |       |           |                              |
|---|------|-----------------------------------|-------|-----------|------------------------------|
| organizational conflicts and identify the forces that resist change in an organisation.<br><b>[K4&amp;K1]</b> | 5.4  | Levels and types of conflict      | T3,R3 | 1         | Active Learning & Case Study |
|   | 5.5  | Conflict handling techniques      | T3,R3 | 1         |                              |
|   | 5.6  | Change Management                 | T3,R3 | 1         |                              |
|   | 5.7  | Importance of change management   | T3,R3 | 1         |                              |
|   | 5.8  | Managing Change                   | T3,R3 | 1         |                              |
|   | 5.9  | Forces for change in Organization | T3,R3 | 1         |                              |
|   | 5.10 | Resistance to change              | T3,R3 | 1         |                              |
| Total   |      |                                   |       | <b>10</b> |                              |
| Cumulative Proposed Periods   |      |                                   |       | <b>50</b> |                              |

### Text Books:

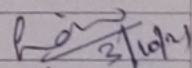
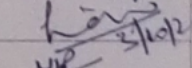
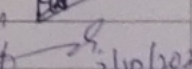
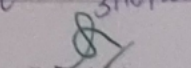
| Sl. No | AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION  |
|--------|---|
| 1      | Gisbert Pascal, <b>Fundamentals Of Industrial Sociology</b> , Tata Mcgraw Hill Publishing Co., New Delhi, 2001. |
| 2      | Luthans, Fred, <b>Organizational Behavior</b> , Mcgraw Hill 2008.   |
| 3      | Nelson and Khandelwal, <b>Organizational Behavior</b> , A South Asian Perspective, 2012                         |


### Reference Books:

| S. No | AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION  |
|-------|---|
| 1     | Schneider Eugene V., <b>Industrial Sociology 2<sup>nd</sup> edition</b> Mcgraw Hill Publishing Co., New Delhi 2008. |
| 2     | Udai Pareek, <b>Organizational Behavior</b> , Oxford University Press, 2012   |
| 3     | Stephen P. Robins, <b>Organisational Behavior</b> , PHI Learning, 11th edition, 2012.                               |

### Web Details

|   |   |
|---|---|
| 1 | <a href="https://www.youtube.com/results?search_query=industrail+sociology">https://www.youtube.com/results?search_query=industrail+sociology</a>     |
| 2 | <a href="https://www.youtube.com/results?search_query=organisation+behaviour">https://www.youtube.com/results?search_query=organisation+behaviour</a> |

|                           | Name             | Signature with Date  |
|---------------------------|------------------|--|
| i. Faculty                | O.V.A.M. Sridevi | <br>3/10/21 |
| ii. Course Coordinator    | O.V.A.M. Sridevi | <br>3/10/21 |
| iii. Module Coordinator   | M.V. Prasanthi   | <br>3/10/21 |
| iv. Programme Coordinator | Dr. G. Grace     | <br>3/10/21 |

  
Principal

PDF Created Using



# Camera Scanner

Easily Scan documents & Generate PDF



<https://play.google.com/store/apps/details?id=photo.pdf maker>