

SIR C.R.REDDY COLLEGE OF ENGINEERING, ELURU
DEPARTMENT OF INFORMATION TECHNOLOGY
COURSE HANDOUT



SUBJECT: MANAGEMENT AND ORGANIZATIONAL BEHAVIOR

CLASS: IV/IV B.Tech. II SEMESTER, A.Y.2022-23

INSTRUCTOR: SRI G VIHARI

Course Handout Index

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College Vision & Mission

Vision: To emerge as a premier institution in the field of technical education and research in the state and as a home for holistic development of the students and contribute to the advancement of society and the region.

Mission: To provide high quality technical education through a creative balance of academic and industry oriented learning; to create an inspiring environment of scholarship and research; to instill high levels of academic and professional discipline; and to establish standards that inculcate ethical and moral values that contribute to growth in career and development of society in general.

Department Vision & Mission

Vision: To be a premier department in the region in the field of Information Technology through academic excellence and research that enable graduates to meet the challenges of industry and society.

Mission: To Provide dynamic teaching-learning environment to make the students industry ready and advancement in career; to inculcate professional and leadership quality for better employability and entrepreneurship; to make high quality professional with moral and ethical values suitable for industry and society.

Program Educational Objectives (PEOs)

PEO1: Solve real world problems through effective professional skills in Information Technology industry and academic research.

PEO2: Analyze and develop applications in Information Technology domain and adapt to changing technology trends with continuous learning.

PEO3: Practice the profession in society with ethical and moral values.

Program Outcomes (POs)

PO1: Engineering Knowledge: Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.

PO2: Problem Analysis: Identify, formulate, research literature, and analyze complex engineering problems reaching substantiated conclusions using the first principles of mathematics, natural sciences, and engineering sciences.

PO3: Design/Development of Solutions: Design solutions for complex engineering problems and system components or processes that meet the specified needs with appropriate

consideration for the public health and safety, and the cultural, society, and environmental considerations.

PO4: Conduct Investigations of Complex Problems: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

PO5: Modern Tool Usage: Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.

PO6: The Engineer and Society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.

PO7: Environment and Sustainability: Understand the impact of the professional engineering solutions in society and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

PO8: Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.

PO9: Individual and Team Work: Function effectively as an individual, and as a member or leader in diverse teams, and in multi-disciplinary settings.

PO10: Communication: Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

PO11: Project Management and Finance: Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multi-disciplinary environments.

PO12: Life-long Learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

Program Specific Outcomes (PSOs)

PSO1: Design Skill: Design and develop softwares in the area of relevance under realistic constraints.

PSO2: New Technology: Adapt new and fast emerging technologies in the field of Information Technology.

JNTUK Academic Calendar

Website: www.jntuk.edu.in
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Phone: 0884-2300991

Directorate of Academic Planning
JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA
KAKINADA-533003, Andhra Pradesh, INDIA
(Established by AP Government Act No. 30 of 2008)

Lr. No. DAP/AC/IV Year /B. Tech/B. Pharmacy/2022

Date 25.06.2022

Dr. KVSG Murali Krishna,
M.E, Ph.D.,

Director, Academic Planning
JNTUK, Kakinada

To
All the Principals of Affiliated Colleges,
JNTUK, Kakinada.

Academic Calendar for IV Year - B. Tech/B. Pharmacy for the AY 2022-23

I SEMESTER			
Description	From	To	Weeks
Commencement of Class Work	04.07.2022		
I Unit of Instruction	04.07.2022	27.08.2022	8W
I Mid Examinations	29.08.2022	03.09.2022	1W
II Unit of Instructions	05.09.2022	29.10.2022	8W
II Mid Examinations	31.10.2022	05.11.2022	1W
Preparation & Practicals	07.11.2022	12.11.2022	1W
End Examinations	14.11.2022	26.11.2022	2W
Commencement of II Semester Class Work	05.12.2022		
II SEMESTER			
I Unit of Instructions	05.12.2022	28.01.2023	8W
I Mid Examinations	30.01.2023	04.02.2023	1W
II Unit of Instructions	06.02.2023	01.04.2023	8W
II Mid Examinations	03.04.2023	08.04.2023	1W
Preparation & Practicals	10.04.2023	15.04.2023	1W
End Examinations	17.04.2023	29.04.2023	2W


Director, 25/6/22
Academics & Planning,
Director
Academic Planning
JNTUK Kakinada

Copy to the Secretary to the Hon'ble Vice Chancellor, JNTUK
Copy to Rector, Registrar, JNTUK
Copy to Director Academic Audit, JNTUK
Copy to Director of Evaluation, JNTUK

Department Academic Calendar



Department of Information Technology IV/IV B.Tech Academic Calendar for 2022-23

2022-23	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M			
Jul 22						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				
Aug 22		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31								
Sep 22				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30							
Oct 22						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				
Nov 22		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30									
Dec 22					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
Jan 23	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31									
Feb 23			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28										
Mar 23			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31							
Apr 23					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30						
May 23	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31									
Jun 23				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30							

List of Holidays	Oct 9: Maulud Nabi	Mar 22 : Ugadhi	Mid exams
July 10: Bakrid	Oct 24 : Diwali	Mar 30: Surrana navami	End Examinations
Aug 9: Moharum	Dec 25 : Christmas	Apr 5: Babu Jagivan Ram Jayanthi	Commencement of Class work
Aug 15: Independence day	Jan 14-16: sankranti	Apr 7: Good friday	Workshops
Aug 31: Ganesh Chaturdi	Jan 26: Republic Day	Apr 14: Ambedkar Jayanthi	Department fest/Elite
Oct 2: Gandhi jayanthi	Feb 18 : Sivaratri	Jun 29: Bakrid	
Oct 5: Vijayadasami	Mar 8 : holi		
			HoD
			Department of IT

Course Description

This course provides a comprehensive analysis of individual and group behavior in organizations. Its purpose is to provide an understanding of how organizations can be managed more effectively and at the same time enhance the quality of employees work life. Topics include motivation, rewarding behavior, stress, individual and group behavior, conflict, power and politics, leadership, job design, organizational structure, decision making, communication and organizational change and development.

Course Objectives

This course aims at training students to master the:

1. To familiarize with the process of management, principles, leadership styles and basic concepts on Organization
2. To provide conceptual knowledge on functional management that is on Human resource management and Marketing management
3. To provide basic insight into select contemporary management practices and Strategic Management
4. To learn theories of motivation and also deals with individual behavior, their personality and perception of individuals

5. To understand about organizations groups that affect the climate of an entire organizations which helps employees in stress management

Course Outcomes

Students are able to

CO No's	Cos	Level
CO1	Understand the concepts related to Management functions, Global leadership and Organizational structure.	L2
CO2	Understand the concept of functional management	L2
CO3	examine simple problems like Value Chain ,SWOT and Strategic Management	L4
CO4	Practice to build positive attitude through personality development and motivational theories and think strategically through contemporary management practices.	L4
CO5	Implement the group performance and grievance handling in managing the organizational culture	L3

IV Year – II Semester		L	T	P	C
		3	0	0	3
MANAGEMENT AND ORGANIZATIONAL BEHAVIOR					

Syllabus

UNIT I

Introduction: Management and organizational concepts of management and organization- Nature and Importance of Management, Functions of Management, System approach to Management - Taylor's Scientific Management Theory, Fayol's Principles of Management, Leadership Styles, Social responsibilities of Management.

Designing Organizational Structures: Basic concepts related to Organization - Departmentation and Decentralization, MBO, Process and concepts.

UNIT II

Functional Management: Human Resource Management (HRM) Concepts of HRM, Basic functions of HR Manager: Manpower planning, Recruitment, Selection, Training and Development, Wage and Salary Administration Performance Appraisal, Grievance Handling and Welfare Administration, Job Evaluation and Merit Rating.

Marketing Management: Concepts of Marketing, Marketing mix elements and marketing strategies.

UNIT III

Strategic Management: Strategic Management and Contemporary Strategic Issues: Mission, Goals, Objectives, Policy, Strategy, Programmes, Elements of Corporate Planning Process, Environmental Scanning, Value Chain Analysis, SWOT Analysis, Steps in Strategy Formulation and implementation, Generic Strategy alternatives. Bench Marking and Balanced Score Card as Contemporary Business Strategies.

UNIT IV

Individual Behavior: Perception-Perceptual process- Impression management- Personality development – Socialization – Attitude- Process- Formation- Positive attitude- Change – Learning – Learning organizations- Reinforcement Motivation – Process- Motives –

Theories of Motivation: Maslow's Theory of Human Needs, Douglas McGregor's Theory X and Theory Y, Herzberg's Two-Factor Theory of Motivation,

UNIT V

Group Dynamics: Types of Groups, Stages of Group Development, Group Behaviour and Group Performance Factors, Organizational conflicts: Reasons for Conflicts, Consequences of Conflicts in Organization, Types of Conflicts, Strategies for Managing Conflicts, Organizational Climate and Culture, Stress, Causes and effects, coping strategies of stress.

Text Books:

- 1) Subba Rao P., Organizational Behaviour, Himalaya Publishing House. Mumbai
- 2) L.M. Prasad, Principles and Practice of Management.

Reference Books:

- 1) Fred Luthans Organizational Behaviour, TMH, New Delhi.
- 2) Robins, Stephen P., Fundamentals of Management, Pearson, India.
- 3) Kotler Philip & Keller Kevin Lane: Marketing Mangement 12/e, PHI, 2007
- 4) Koontz & Weihrich: Essentials of Management, 6/e, TMH, 2007
- 5) Kanishka Bedi, Production and Operations Management, Oxford University Press, 2007.

e-Resources: 1) https://www.iare.ac.in/sites/default/files/IARE_MOB_Lecture%20Notes_0.pdf

Lesson Plan

S. No	Unit	Topic	Teaching Aids	CO
1	I	Introduction	BB/PPT	CO1
2		Management and organizational concepts of management and organization	BB/PPT	CO1
3		Nature and Importance of Management	BB/PPT	CO1
4		Functions of Management	BB/PPT	CO1
5		System approach to Management - Taylor's Scientific Management Theory, Fayol's Principles of Management	BB/PPT	CO1
6		Leadership Styles	BB/PPT	CO1
7		Social responsibilities of Management	BB/PPT	CO1
8		Basic concepts related to Organization	BB/PPT	CO1
9		Departmentation and Decentralization	BB/PPT	CO1
10		MBO, Process and concepts.	BB/PPT	CO1
11	II	Functional Management : Introduction	BB/PPT	CO1
12		Human Resource Management (HRM) Concepts of HRM	BB/PPT	CO2
13		Basic functions of HR Manager: Manpower planning	BB/PPT	CO2
14		Recruitment, Selection	BB/PPT	CO2
15		Training and Development	BB/PPT	CO2
16		Wage and Salary	BB/PPT	CO2
17		Administration Performance Appraisal	BB/PPT	CO2
18		Grievance Handling and Welfare Administration	BB/PPT	CO2
19		Job Evaluation	BB/PPT	CO2
20		Merit Rating	BB/PPT	CO2
21		Marketing Management: Concepts of Marketing	BB/PPT	CO2
22		Marketing mix elements and marketing strategies	BB/PPT	CO2
24	III	Strategic Management: Introduction	BB/PPT	CO3
25		Contemporary Strategic Issues: Mission, Goals, Objectives, Policy, Strategy, Programmes	BB/PPT	CO3
26		Elements of Corporate Planning Process	BB/PPT	CO3
27		Environmental Scanning	BB/PPT	CO3

28		Value Chain Analysis	BB/PPT	CO3
29		SWOT Analysis	BB/PPT	CO3
30		Steps in Strategy Formulation and implementation	BB/PPT	CO3
31		Generic Strategy alternatives	BB/PPT	CO3
32		Bench Marking	BB/PPT	CO3
33		Balanced Score Card as Contemporary Business Strategies	BB/PPT	CO3
35	IV	Individual Behavior : Introduction	BB/PPT	CO4
36		Perception-Perceptual process	BB/PPT	CO4
37		Impression management	BB/PPT	CO4
38		Personality development – Socialization	BB/PPT	CO4
39		Attitude- Process- Formation	BB/PPT	CO4
40		Positive attitude- Change	BB/PPT	CO4
41		Learning – Learning organizations	BB/PPT	CO4
42		Reinforcement Motivation – Process- Motives	BB/PPT	CO4
43		Theories of Motivation: Maslow’s Theory of Human Needs	BB/PPT	CO4
44		Douglas McGregor’s Theory X and Theory Y	BB/PPT	CO4
45		Herzberg’s Two-Factor Theory of Motivation	BB/PPT	CO4
51	V	Group Dynamics : Introduction	BB/PPT	CO5
52		Types of Groups	BB/PPT	CO5
53		Stages of Group Development	BB/PPT	CO5
54		Group Behavior and Group Performance Factors	BB/PPT	CO5
56		Organizational conflicts : Introduction	BB/PPT	CO5
57		Reasons for Conflicts	BB/PPT	CO5
58		Consequences of Conflicts in Organization	BB/PPT	CO5
59		Types of Conflicts	BB/PPT	CO5
60		Strategies for Managing Conflicts	BB/PPT	CO5
61		Organizational Climate and Culture	BB/PPT	CO5
		Stress, Causes and effects	BB/PPT	CO5
62		coping strategies of stress	BB/PPT	CO5

Evaluation Pattern

S. No	Components	Internal	External	Total
1	Theory	25	75	100
2	Engineering Graphics/Design/Drawing	25	75	100
3	Practical	20	30	50
4	Mini Project/Internship/Industrial Training/ Skill Development programmes/Research Project	-	50	50
5	Project Work – Part I	20	30	50
5	Project Work – Part II	60	90	150

Marks Range Theory (Max – 100)	Marks Range Lab (Max – 75)	Letter Grade	Level	Grade Point
≥ 90	≥ 67	O	Outstanding	10
≥80 to <90	≥60 to <67	S	Excellent	9
≥70 to <80	≥52 to <60	A	Very Good	8
≥60 to <70	≥45 to <52	B	Good	7
≥50 to <60	≥37 to <45	C	Fair	6
≥40 to <50	≥30 to <37	D	Satisfactory	5
<40	<30	F	Fail	0
			Absent	0

Timetable

**SIR CRREDDY COLLEGE OF ENGINEERING, ELURU
DEPARTMENT OF INFORMATION TECHNOLOGY
IV/IV B.Tech IT – II SEMESTER A.Y 2022-2023**

TIME TABLE A -SECTION

With effect from :05-12-2022

Class Teacher: Sri. V. Gopinath

LH - 49

	1	2	3	4		5	6	7	8
DAY	09:00 To 09:50	09:50 To 10:40	11:00 To 11:50	11:50 To 12:40		1:40 To 2:30	02:30 To 03:20	03:20 To 04:10	04:10 To 5:00
MON	BCT	BCT	ES	MOB(T)	L	*****			
TUE	PROJECT-II				U	*****			
WED	ES	ES	MOB	BCT(T)	N	*****			
THU	MOB	MOB	BCT	ES(T)	C	*****			
FRI	PROJECT -II				H	*****			
SAT	*****					*****			

TIME TABLE B -SECTION

With effect from :05-12-2022

Class Teacher: Sri. N. Prasad

LH - 50

	1	2	3	4		5	6	7	8
DAY	09:00 To 09:50	09:50 To 10:40	11:00 To 11:50	11:50 To 12:40		1:40 To 2:30	02:30 To 03:20	03:20 To 04:10	04:10 To 5:00
MON	MOB	ES	MOB	BCT(T)	L	*****			
TUE	PROJECT-II				U	*****			
WED	BCT	BCT	ES	MOB(T)	N	*****			
THU	ES	ES(T)	MOB	BCT	C	*****			
FRI	PROJECT-II				H	*****			
SAT	*****					*****			

*T -Tutorial

STAFF:

Management and Organizational Behavior	: Sri. G.Vihari
Entrepreneurship	: Sri. N.Prasad (A) /Dr. S.Krishna Rao (B)
Blockchain Technologies	: Sri. V.Gopinath
Project-II(A- Section)	: Dr. S.Krishna Rao / NP / VGN
Project-II(B- Section)	: Dr. S.Krishna Rao /TSNM/GV

G. Krishna Rao

Dept. Time Table Incharge

[Signature]

HOD,
Dept. of. I.T

HEAD OF THE DEPARTMENT
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