### **TECNIA INSTITUTE OF ADVANCED STUDIES**

## **GRADE 'A' INSTITUTE**

### **Department of Information Communication & Technology**

# COURSE PLAN ACADEMIC SESSION 2024-25

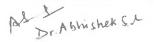
8 As per Scheme of Exemination & Syllab) for Bachakor of Computer Application Scheme & Syllabus (w.e.f Academic Sersion 2021-2022 onwards); Guru Gobind Singh Indraprestha University, New Delhi,

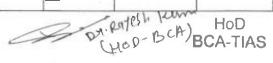
ROGRAMME	020	PROGRAMME ;	Bachelor of Computer Applications	(BCA)	SHIFT:	1st	L	3	T/P	1	Credits	4	
OURSE CODE :	BCA-221	COURSE NAME:	Principles of Management & Organ	izational Behaviour	SECTION:	А							
		COURSE TYPE:	Genreric Elective	FACULTY:	Dr. Abhishik Singh		-						
ARNING OBJEC	TIVES:The paper aim	s to understand the	Importance, limitations and challeng	es of processes involved in s	oftware development, in	this course, the learners	will be able to develop e	expertise related to the	e following:				
To gain knowk	edge of various softw	rare models.											
To gain knowle	edge of various softw	are design activities	i,										
To learn cost e	estimation, software I	testing, Maintenanc	e and debugging			A.							
REREQUISITE: F	undementals of Com	puter											
					COURSE OF	JTCOME & MAPPING, COL	JRSE ARTICULATION						
			in	COMMUNICATION SKILLS  The student should be able to communicate the technical information both orally and in writing professionally.  COMMUNICATION SKILLS	TOOLS: Create, select, adapt and apply suitable tools and technologies to a wide range of computational activities.	TECHNICAL SKILLS: Acquire necessary knowledge of technical, scientific as well as basic managerial and financial procedures to analyze and solve real world problems within their work domain	DOMAIN AWARENESS  **Clarity on both conceptual and application oriented skills in commerce, Finance & Accounting and it Applications in Business context,  **DOMAIN AWARENESS**	SUPPORT: Must be able to provide tuchnical support for various software applications.	ANALYSIS AND INVESTIGATION OF COMPLEX COMPUTING PROBLEMS: Ability to analyze research and investigate complex computing problems through design of experiments, analysis and interpretation of data and synthesis of the Information to arrive at valid conclusions.  ANALYSIS AND		IMBIBE CYBER ETHICS: Awareness on ethics, values, sustainabifity and creativity aspects of technical solutions,		
				COMMUNICATION SKILLS	TOOLS	TECHNICAL SKILLS	DUNIAIN AWARENESS	TECHNICAL SUPPORT	INVESTIGATION OF COMPLEX COMPUTING PROBLEMS	DEVELOPMENT OF SOLUTIONS	IMBIBE CYBER EINIG		
		CO - PO I	MAPPING	PD1	POZ	PO3	PO4	PO5	PO6	PO7	PO8		
01			igement, management process, and management theories.	3	2	2	2	2	2	2	1		
:02		e about planning an affing and directing	d decision making process. To	2	3	2	1	2	2	2	1		
103		e motivation theoric rational behaviour a	es and Leadership styles. To discuss nd its application.	2	1	2	2	1	2	2	2		
:04			gement, their personality and panisational culture and its effects	1	2	2	1	2	2	1	1		
	perceptions to de		parisacionas concare una res eneces								1		

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S. No.	Lecture No.	Unit No.	Topic	Sessional Outcome	Experiential Learning	Participative Learning	Problem Solving Methodologies	ICT Tools & E- Resources Utilization	Mapping with CO	Class Material (PPT Faculty+ Students)	Additional Material (Links/ Journals/ Articles/ NEWS)	Mode of Assessment	Status
1	u	1	Meaning & Concept of Management	Student would be able to understand basic concepts of management	Student teaching	Lecture Through PPT	Analysis of the Problem	https://www.youtube com/watch?v=Gy4tUh nOz-k	CO1	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	PPT (CIA)	
2	L2	1	Management Principles(Fayol & Taylor)	Students will able to learnt the Scientific Management of Fayol & Taylor	Student teaching	Lecture Through PPT		httos://www.slidgshar e.net/AnushaBhaghye sh08/taylors-scientific- management	CO1	₽₽Т	https://hbswk.hbs.edu/ite m/managers-vour- employees-dont-want-to- be-facebook-friends	PPT (CIA)	
3	L3	1	Management Principles(Fayol & Taylor)	Students will able to learnt the Scientific Management of Fayol & Taylor	Demonstration	Lecture Through PPT	Case study	https://www.slideshar e.net/AnushaBharhye sh08/taylors-scientific- management	CO1	PPT	https://hbswk.hbs.edu/ite m/managers-your: employees-dont-want-to- he-facebook-friends	PPT (CIA)	
4	71	1	Management Meaning, Management Principles (Tutorials : 1,2,3)	Understand Management Principles	Evaluation and Optimizat	Discussion/ Doubt Clearing session	Analysis of the Problem	https://www.slideshar e.net/AnushaBhaghye sh08/tavlors-scientific- management	CO2	РРТ	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	PPT (CIA)	*
5	L4	1	Management Process- (Managerial Levels, skills, Roles)	Understand Management Principles	Simulation and Modeling	Lecture Through PPT		https://www.youtube. com/watch?v=\$_BgNu mpGyU	CO1	PPT	https://hbswk.hbs.edu/ite m/managers-vour- employees-dont-want-to- be-facebook-friends	PPT (CIA)	
6	LS	1	Management Process- (Managerial Levels, skills, Roles)	Understand the Evolution of Management Thought	Hands-on Design	Lecture Through PPT	Design Approaches	https://www.youtube, com/watch?v=v+ 7i2Y6s_v4	CO1	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-wapt-to- be-facebook-friends	Flipped Classroom	
7	ſę	1	Functions of a Manager,	Students will able to fearnt function of a Manager	Evaluation and Optimizat	Lecture Through PPT		https://www.slideshar e.net/abhilithapsr/cla ssical-approach-of- management	CO1	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	Questions from Assignment	
8	T2	1	Management Process & Function (Tutorial 4,5,6)	Understand Management Process & Principles	Hands-on Design	Discussion/ Doubt Clearing session	Design Review and Re	f https://www.slideshar e.net/abbijithapsr/cla ssical-approach-of- management	CO2	ррТ	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	Group Discussion	
9	L7	1	Management Theories (Classical, Neo Classical, Behavioral, System & Contigency)	Students will able to learnt the Neo-classical Theory	Simulation and Modeling	Group Discussion		https://www.slideshar e.net/abhiithapsr/cla ssical-approach-of- manarement	CO1	РРТ	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	Group Discussion	
10	L8	1	Management Theories (Classical, Neo Classical, Behavioral, System & Contigency)	Students will able to learnt the Neo-classical Theory	Service learning	Lecture Through PPT	Design Review and Refinement	httos://www.slideshar e.net/abhijithapsr/cla ssical-approach-of- management	CO1	РРТ	httos://hbswk.hbs.edu/ite m/managers-vour- emplovees-dont-want-to- be-facebook-friends	PPT(CIA)	
11	19	1	Planning : Meaning,	Student would be able to understand basic concepts of Planning	Service learning	Lecture Through PPT		https://www.youtube. com/watch?v=hu3dpA PI1IE	CO1,CO6	РРТ	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	PPT(CIA)	
12	Т3	1	Management Theories & Planning (Tutorial 7,8,9)	Understand Management & Planning	Simulation and Modeling	Discussion/ Doubt Clearing session		https://www.youlube. com/watch?v=hu3dpA PIIIE	CO1,CO7	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	Group Discussion	
13	L10	1	Purpose & Process	Student would be able to understand basic concepts of Planning	Hands-on Design	Flipped Classroom	Design Review and Re	f https://www.youtube_ com/watch?v=hu3dpA PI1IE	CO1,COB	РРТ	https://hbswk.hbs.edu/ite m/mahagers-your- employees-dont-want-to- be-facebook-friends	PPT(CIA)	
14	L11	1	Decision Making Concept & Process	understand the types of Planning	Demonstration	Flipped Classroom	Reliability Testing	https://www.youtube. com/watch <sup>2</sup> v=hu3dpA PI1IE	CO1,CO6	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	Classroom	
15	L12	1	Organizing: Process, Departmentation	Understand Management Principles	Evaluation and Optimizat	Lecture Through PPT	Evaluation and Analysi	i https://www.youtube. com/watch?v=hu3dpA PI1IE	CO3,CO4	РРТ	https://hbswk.hbs.edu/ite m/manaters-vour- emplovees-dont-want-to- be-facebook-friends	PPT (CIA)	





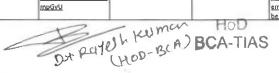
16	T4	1	Decision Making, Organizing (Tutorial: 10,11,12)	Understand Decision Making & Organizing	Simulation and Modeling	Discussion/ Doubt Clearing session	Reliability Testing	https://www.youtube com/watch?v=hu3dpA		PPT	https://hbswk.hbs.edu/ite m/managers-vour-	Group Discussion
17	L13	1	Authority & Responsibility	Understand Authority &	Hands-on Design	Lecture Through PPT	Declar Santon and San	https://www.voutube.	CO3,CO4	PPT	employees-dont-want-to- be-facebook-friends	Flipped
17	113	1	Relationship	Responsibility Relationship	Hands-on Design	Lecture Inrough PPI	Design Review and Ref	com/watch?v=hu3dpA	03,004	PPI	https://hbswk.hbs.edu/ite m/managers-your- employees dont-want-to- be-facebook-friends	Classroom
18	L14	2	Authority & Responsibility Relationship	Understand Authority & Responsibility Relationship	Job shadowing	Lecture Through PPT	Evaluation and Analysi	https://www.youtube. com/watch?v=hu3dpA PIIIE	CO3,CO4	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-fnends	Mini Projects
19	L15	2	Decentralization	Understand Decentralisation	Demonstration	Flipped Classroom		https://www.youtube. com/watch?v=hu3dpA PLUE	CO3,CO4	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	VIVA
20	TS	2	Authority & Responsibility Relationship, Decentralization (Tutorial: 13,34,15)	Understand Decentralization, Authority & Responsibility	Hands-on Design	Discussion/ Doubt Clearing session	Reliability Testing	https://www.youtube, com/watch?v=hu3dpA PIIIE	CO3,CO4	799	https://hbswk.hbs.edu/ite m/managers.your- employees-dont-want-to- be-facebook-friends	Group Disscusson
21	£16	2	Staffing: Concept, Nature	Understand the concept of staffing	Demonstration	Lecture Through PPT	Brainstorming	https://www.yautube. com/watch?y=hu3dpA PI1IE	CO3,CO4	PPŤ	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	PPT(CIA)
22	L17	2	Importance of Staffing & Directing	importance of staffing	Simulation and Modeling		Evaluation and Analysi	https://www.youtube, com/watch?v=hu3dpA PINE	CO3,CO4	799	https://hbswk.hbs.edu/ite m/managers-vour- employees-dont-wart-to- be-facebook-friends	PPT(CIA)
23	L18	2	Importance of Staffing & Directing	Understand the Importance of staffing	Evaluation and Optimitat	Lecture Through PPT	Practical	https://www.voutube, com/watch?v=hu3dpA P11 E	CO3,CO4	PPT	https://hbswk.hbs.edu/ite m/managers-vour- employees-dont-want-to- be-facebook-friends	PPT(CIA)
24	Т6	2	Staffing & its importance (Tutorial: 13,14,15)	Understand, Staffing & its importance	Hands-on Design	Discussion/ Doubt Clearing session	Evaluation and Analysi	https://www.voutube, com/watch?v=hu3dpA PILIE	CO3,CO4	PPT	https://hbswk.hbs.edu/itg m/managers-your- employees-dont-want-to- be-facebook-friends	Group Disscusson
25	L19	2	Motivation: Concept & Theories	Understand the concept of motivation	Simulation and Modeling	Lecture Through PPT		https://www.youtube. com/watch?v=hu3dpA PILIE	CO3,CO4	PPT	https://hbswk.hbs.edu/ite rn/managers-your- employees-dont-want-to- be-facebook-friends	PPT(CIA)
26	L20	2	Maslow's Theory	Learnt Masiow's concept	Hands-on Design	Lecture Through PPT	Evaluation and Analysi	https://www.voutube. com/watch?v=hu3dpA PILIE	CO3,CO4	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	PPT (CIA)
27	L21	3	Maslow's Theory	Learnt Maslow's concept	Demonstration	Lecture Through PPT		https://www.youtube, com/watch?v=hu3dpA PLUE	CO3,CO4	PPT	https://hbswk.hbs.edu/ite m/managers.your- employees-dont-want-to- be-facebook-friends	PPT(CIA)
28	17	3	Motivation, Maslow's (Tutorial : 19,20,21)	Understand Maslow's Theory	Hands-on Design	Discussion/ Doubt Clearing session	Evaluation and Analysi	https://www.youtube. com/watch?v=hu3dpA P111E	CO3,CO4		https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	Graup Disscusson
29	LZZ	3	Herberg Two Factor	Learnt Herberg Two Factor concept	Simulation and Modeling	Flipped Classroom		https://www.voutube, com/watch?v=hu3dpA PINE	CD3,CD4	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	Mini Projects
30	L23	3	Herberg Two Factor	Learnt Herberg Two Factor concept	Hands-on Design	Flipped Classroom	Evaluation and Analysi	https://www.voutube, com/watch?v=hu3dpA PIME	CO3,CO4	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	Mini Projects
31	L24	3	Mc Gregor's Theory X & Y	Understand Herberg & Mc Gregor's Theory		Flipped Classroom		https://www.voutube. com/watch?v=hu3doA PIIIE	CO3,CO4	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-tp- be-facebook-friends	Mini Projects
32	18	3	Herberg & Mc Gregor's Theory (Tutorial : 22,23,24)	Understand Herberg & Mc Gregor's Theory		Discussion/ Doubt Clearing session	Evaluation and Analysi	https://www.youtube com/walch?v=hu3dpA Pt11E	CD3,CD4	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	Group Disscusson
33	L25	3	Leadership- Concept & Styles	Understand the concept of Leadership	Demonstration	Lecture Through PPT		https://www.youtuhe, com/watch?v=hu3dpA Pl1IE	CO3,CO4	HoD	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to-	Mini Projects

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34	L26	3	Controlling: Nature	Understand Controlling	Hands-on Design	Lecture Through PPT	Software Design Soluti	https://www.youtube, com/watch?v=hu3dpA PI_IIE	CO3,CO4	РРТ	https://hbswk.hbs.edu/ite m/mahage(s-your- employees-dont-want-to- be-facebook-friends	Mini Projects
35	1,27	3	Controlling: Importance	Understand controlling Importance	Student teaching	Lecture Through PPT		https://www.voutube. com/watch?v=hu3dpA Pi1IE	CD3,CD4	РРТ	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	Mini Projects
36	Т9	3	Leadership & Controlling (Tutorial: 19,20,21)	Understand Controlling & Leadership	Simulation and Modeling	Discussion/ Doubt Clearing session		https://www.youtube.com/watch?v=hu3dpA Pi31E	CO3,CO4	РРТ	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	Group Discussion
37	L28	3	Significance and Process of Control	Understand significance & Process of Control	Evaluation and Optimizat	Lecture Through PPT		https://www.youtube. com/watch?y=hu3dpA PI1IE	CO3,CO4	РРТ	https://hbswk.hbs.edu/ite m/managers-your: employees-dont-want-to- be-facebook-friends	Mini Projects
38	L29	3	Significance and Process of Control	Understand significance & Process of Control	Hands-on Design	Lecture Through PPT		https://www.youtube. com/watch?v=hu3dpA PLIIE	CO3,CO4	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	VIVA and Presentation
39	F30	4	Organizational Behaviour: Concept	Understand Organisational Behavior	Demonstration	Lecture Through PPT	Brainstorming	https://www.youtube. com/watch7y=S_BeNu mpGyU	CO3,CO4	PPT	https://www.youtube.com /watch?v=\$ 8gNumpGyU	PPT(CIA)
40	710	4	Significance and Process of Control & Organizational Behaviour (Tutorial : 22, 23, 24)	Understand Significance & Organizational Behavior	Hands-on Design	Discussion/ Daubt Clearing session		https://www.youtube. com/watch?v=5 8gNu mpGvU	CO3,CO4	PPT	https://www.youtube.com /watch?v=S_8gNumpGyU	Group Disscusson
41	L31	4	Nature of Organisational Behaviour	Learn the Nature of Organisational behavior	Student teaching	Lecture Through PPT		https://www.youtube, com/watch?v=S 8gNu mpGyU	CO3,CO4	PPT	https://www.youtube.com /watch?v=S_8gNumpGvU	PPT(CIA)
42	L32	4	Importance of organisational Behaviour	Learnt about Organisational behavior	Hands-on Design	Lecture Through PPT		https://www.voutube. com/watch?v=5_8eNu mpGvU	CD3,CO4	PPT	https://www.youtube.com /watch?v=S_8gNumpGyU	PPT(CIA)
43	L33	4	Challenges & Opportunities in Organisational Behaviour	Learnt about the Challenges & Opportunities	Simulation and Modeling	Lecture Through PPT		https://www.youtube. com/watch?y=5_8gNu mpGyU	CO3,CO4	РРТ	https://www.youtube.com /watch?v=5_8gNumpGyU	Mini Projects
44	T11	4	Organisational Behavior & its Challenges (Tutorlal: 25,26,27)	Learnt about the	Hands-on Design	Discussion/ Doubt Clearing session		https://www.youtube com/watch?v=5_8gNu mpGyU	CO3,CO4	РРТ	https://www.youtube.com /watch?v=S_8gNumpGyU	Group Discussion
45	L34	4	Challenges & Opportunities in Organisational Behaviour	Learnt about the Challenges & Opportunities	Student teaching	Lecture Through PPT		https://www.youtube com/watch?v=S_8gNu mpGyU	CO3,CO4	РРТ	https://www.youtube.com /watch?v=S_8gNumpGyU	
45	L35	4	Organisational Culture: Meaning	Learnt about organisational Culture	Student teaching	Lecture Through PPT	Brainstorming	https://www.youtube, com/watch?v=5_8gNu mpGyU	CO3,CO4	PPT	https://hbswk.hbs.edu/fie m/managers-your- employees-dont-want-to- be-facebook-friends	VIVA
47	L36	4	Organisational Behavlor & Culture	Understand Organisational Behavior	Student teaching	Lecture Through PPT	Practical	https://www.youtube. com/watch?v=5_8gNu mpGyU	CO3,CO4	РРТ	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	PPT(CIA)
48	712	4	Organisational Culture (Tutorial: 28,29,30)	Understand Organisational Culture	Student teaching	Discussion/ Doubt Clearing session		https://www.youtube. com/watch?v=5 8eNu mpGyU	CO3,CO4	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	Group Discussion
49	137	4	Importance & Characteristics of Organization Culture	Students will able to understand the concept of Organizational Culture	Demonstration	Lecture Through PPT		https://www.voutube. com/watch?v=S_8gNu mpGvU	CO3,CO4	РРТ	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	PPT(CIA)
50	L3B	4	Importance & Characteristics of Organization Culture	Students will able to understand the concept of Organizational Culture	Simulation and Modeling	Lecture Through PPT		https://www.youtube. com/watch?v=S 8gNu mpGyU	CO3,CO4	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	Questions from Assignment
51	L39	4	Managing People Meaning	Students will able to understand the Managing People	Student teaching	Flipped Classroom		https://www.youtube com/watch?v=5_8gNu mpGyU	CD3,CD4	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	PPT(CIA)
52	T13	4	Importance of organisation & Managing People (Tutorial: 31,32,33)	Understand Importance of organisation & Managing People	Hands-on Design	Discussion/ Doubt Clearing session		hltps://www.youtube. com/watch?v=S_8gNu mpGyU	CO3,CO4	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	Group Discussion

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53	L40	4	Need of understanding human behavior in organization	Students will able to Identify the relationship between individual determinants like personality, learning, perception and attitude with behavior	Simulation and Modeling	Lecture Through PPT		https://www.youtube.com/watch?v=5 ReNu mpGyU	CO3,CO4	PPT	https://hbswk.hbs.edu/fie m/managers.vour- employees-dont-want-to- be-facebook-friends	PPT(CIA)
54	L41	4	Models of OB	Understand Models, Major Concepts & Personality in OB	Hands-on Design	Lecture Through PPT		https://www.voutube, com/watch?v=5 8gNu mpGyU	CO3,CO4	PPT	https://hbswk.hbs.edu/ite m/manage/s-your- employees-dont-want-to- be-facebook-friends	PPT (CIA)
55	L42	4	Major concepts in OB	Understand Models, Major Concepts & Personality in OB	Externship	Lecture Through PPT	Practical	https://www.youtube. com/watch?v=\$_8gNu mpGyU	CD3,CD4	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	Flipped Classroom
56	T14	4	Understanding human behavior and Models of OB (Lecture: 34,35,36)	Understand the concept of human behavior	Simulation and Modeling	Discussion/ Doubt Clearing session		https://www.youtube. com/watch?v=\$_BgNu mpGyU	CO3,CO4	РРТ	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	Group Discussion
57	L43	4	Personality in OB	Personality in O8	Externship	Lecture Through PPT		https://www.youtube. com/watch?v=5 8gNu mpGyU	CO3,CO4	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	Group Discussion
58	L44	4	Learning Concept of perception	concept of perception	Simulation and Modeling	Lecture Through PPT		https://www.voutube, com/watch?v=5_8eNu mpGvV	CO3,CO4	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	PPT(CIA)
59	L45	4	Attitude building & Leadership	To understand Attitude building	Simulation and Modeling	Lecture Through PPT		https://www.youtube. com/watch?v=\$_8gNu mpGyU	CO3,CO4	PPT	https://hbswk.hbs.edu/ite m/managers-vour- employees-dont-want-to- be-facebook-friends	PPT(CIA)
60	715	4	Perception Theory & Attitude Building (Lecture: 40,41,42)	Understand Perception Theory & Attitude Building	Evaluation and Optimizat	Discussion/ Doubt Clearing session		https://www.youtube. com/watch?v=\$ 8eNu mpGyU	CO3,CO4	PPT	https://hbswk.hbs.edu/ite m/managers-your- employees-dont-want-to- be-facebook-friends	Group Discussion

Note:

1 Credit (Theory) =15 Hrs. in a Semester; 1 Credit (Practical) =30 Hrs. in a Semester.

#### Suggested Readings :(Latest Edition)

TEXTBOOKS:

TB1

Dr. C.B Gupta "Management concepts & practices" S.Chand & Sons, 2009.

REFERENCES

RB1.

Stoner, Freeman & Gilbert, "Management" 6th Edition, Pearson International

RB2,

Ankur Chhabra, "Organisational Behaviour", Sun India Publications, 2009

RB3.

Robbins, Stephen P, "Organisational Behaviour". PHJ, 2010

Name of Faculty : Dr. Abhishik Singh

**JOURNALS** 

- 1 Strategic Management Journal
- 2 Journal of Management
- 3 Journal of Marketing
- 4 Journal of Marketing Research.
- 5 Journal of Operations Management
- 6 Personnel Psychology

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