

IHV - 601
Organizational Behaviour
(III B Tech: CSE/IT)

Introduction to organizations and individuals:

Organization scope, components, nature ,variety and objectives; models of analysing organizational phenomena, organizational and business variables; organizations in the Indian context; institutions and structures, basic roles in an organization; perceptions, attitudes, motives, commitment, values, creativity, and other personality factors, profile of a manager and an entrepreneur.

Interpersonal and Group Processes:

Interpersonal trust, understanding from others' point of view, interpersonal communication, listening, feedback, counselling, transactional analysis, leadership, motivating people, working as a member of a team, team functioning, team decision making, team conflict resolution, team problem solving.

Organizational Structure and Design::

Organizational structure and integrating interpersonal and group dynamics, elements of structure, functions of structures, determinants of structures, dysfunctions of structure, structure-technology-environment and-people relationships, design of organizations, organizational politics, issues of power and authority, organizational communications, organizational change, etc.

References

1. Fred, Luthans, ' Organizational Behaviour', McGraw Hill, 1998.
2. Robbins, 'Essentials of Organizational Behaviour', Prentice Hall of India Pvt. Ltd., New Delhi, 1995.
3. Dwivedi, R S , 'Human Relations and Organizational Behaviour: a Global Perspective', Macmillan India Ltd., Delhi
4. Hersey and Blanchard , 'Management of Organizational Behaviour and Utilizing Human Resources', Prentice Hall of India Pvt. Ltd., New Delhi.



HOE-741
Entrepreneurship Development
Open Elective (all B.Tech – Final Year)

UNIT I Entrepreneurship: definition, requirements to be an entrepreneur, entrepreneur and intrapreneur, entrepreneur and manager, growth of entrepreneurship in India, women entrepreneurship, rural and urban entrepreneurship.

Entrepreneurial Motivation: motivating factors, motivation theories-Maslow's Need Hierarchy Theory, McClelland's Acquired Need Theory, government's policy actions towards entrepreneurial motivation, entrepreneurship development programmes.

UNIT II Business Enterprises and Ownership Structure: small scale, medium scale and large scale enterprises, role of small enterprises in economic development; proprietorship, partnership, companies and co-operatives firms: their formation, capital structure and source of finance.

UNIT III Project Management: identification and selection of projects; project report: contents and formulation, concept of project evaluation, methods of project evaluation: internal rate of return method and net present value method.

UNIT IV Management of Enterprises: strategy & policy, introduction to human resource management, marketing strategies, financial management & strategies: raising and managing capital, shares, debentures and bonds, cost of capital; break-even analysis.

UNIT V Institutional Support and Policies: institutional support towards the development of entrepreneurship in India: Institutional framework, venture capitalist; technical consultancy organizations (TCOs), government policies for small scale enterprises.

References:

- Khanka, S S. 'Entrepreneurial Development', S Chand & Company Ltd. New Delhi
Desai, Vasant, 'Project Management and Entrepreneurship', Himalayan Publishing House, Mumbai, 2002.
Gupta and Srinivasan, 'Entrepreneurial Development', S Chand & Sons, New Delhi.
Ram Chandran, 'Entrepreneurial Development', Tata McGraw Hill, New Delhi

JHU ~~501~~ 501/801

Engineering Economics and Management

(for B Tech III year Code: ~~1001701~~ / Final year Code: 801)

JHU-501

UNIT I Introduction to Economics: Overview: production possibility curve, choices-what, how and for whom, micro- and macro economics, inflation, unemployment, GDP and business cycle; demand and supply, elasticity of demand, consumer surplus and its applications, utility theory.

UNIT II Production and Cost: factors of production, production function, law of variable proportion, isoquant analysis, return to scale, economies of scale;
Types of costs: direct and indirect costs, explicit and implicit costs, opportunity cost, economic cost, fixed cost and variable costs, average and marginal costs, short-run and long-run costs, optimal combination of factor-inputs.

UNIT III Market Structure: perfectly competitive market, imperfect market: monopoly and oligopoly.

UNIT IV Fundamentals of Management: Development of Management Thoughts, Objectives, Functions of Management: Planning, Organising, Directing, Controlling and Coordination.

UNIT V Business Enterprises- Business Ownership: Sole Proprietorship, Partnership, Company: Promotion, Formation & Development, Cooperative Firms.

References:

- Koutsoyiannis, A., 'Modern Microeconomics', English Language Book Society, Macmillan.
Pindyck, R S, Rubinfeld, D L & Mehta . 'Microeconomics', 6 th Edition, Pearson Education India.
Barthwal, R R , Microeconomic Analysis
Samuelson, Paul A . 'Economics', 5th edition, McGraw Hill New York.
Henderson, J M and Quandt, R E , 'Microeconomic Theory: A Mathematical Approach.', Tata MacGraw Hill, New Delhi,2003.
Joseph, L Massod, "Essential of Management", Prentice Hall, India.
Armstrong, Michel, "A Handbook of Management Techniques", Kogan Page Limited
Babcock, D L and Lucy C Morse, "Managing Engineering and Technology", third edition, Pearson Education, 2006