

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
(Formerly West Bengal University of Technology)
Syllabus of BBA Entrepreneurship
(Effective from 2023-24 Academic Sessions)

SEM 2

Course Name: Organizational Behaviour

Mode: Offline

Credits: 5

Code: ENTC201

Aim of the Course:

1. To study the fundamental concepts of Organization Behaviour.
2. To understand the impact of individual and group behaviour on organizational effectiveness.
3. To learn on the motivation and leadership influence to Behaviour and Performance.
4. To learn on Group Dynamics of people management and conflict management.
5. To understand the diverse work culture and essence of Quality Work Life in an Organization.

Course Objectives:

On completion of this course, the students will be able to:

1. To have a good understanding on the framework of Organizational Behaviour and Management along with the Basic Behavioural Science that influence Organizational Behaviour.
2. To have a understanding on the Theories of Motivation and Work Behaviour. To learn recognizing and valuing individual Personalities and Behaviours by working on Perceptions from Organizational Perspective.
3. To understand the influence of Individual and Group Behaviour towards meeting the Organizational Goal. To understand the essence of People and Stress Management as a component of Group Dynamics in an Organization.
4. To have an understanding on the different types of Leadership styles in order to recognize good and bad leadership for the organization. Conflict Management is a part of Group or Team due to difference in Opinion and to learn the ways to resolve conflict at the interest of the common Organizational Goal.
5. To have an understanding and to develop good Work Culture and Climate in an Organization by working on both the Extrinsic and Intrinsic factors associated with the Organization to provide a Quality Work Life balance

Sl	Graduate attributes	Mapped modules
CO1	To have a good understanding on the framework of Organizational Behaviour and Management along with the Basic Behavioural Science that influence Organizational Behaviour.	M1
CO2	To have a understanding on the Theories of Motivation and Work Behaviour. To learn recognizing and valuing individual Personalities and Behaviours by working on Perceptions from Organizational Perspective.	M2

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CO3	To understand the influence of Individual and Group Behaviour towards meeting the Organizational Goal. To understand the essence of People and Stress Management as a component of Group Dynamics in an Organization.	M3
CO4	To have an understanding on the different types of Leadership styles in order to recognize good and bad leadership for the organization. Conflict Management is a part of Group or Team due to difference in Opinion and to learn the ways to resolve conflict at the interest of the common Organizational Goal.	M4
CO5	To have an understanding and to develop good Work Culture and Climate in an Organization by working on both the Extrinsic and Intrinsic factors associated with the Organization to provide a Quality Work Life balance.	M5

Learning Outcome/ Skills:

This course covers the basic history of management and its relation to Organizational Behaviour. It talks about how individual and group behaviour i.e. Group Dynamic and how it affects the efficiency and effectiveness of an organization. It also entails on the theories of Motivation and Leadership and how to keep the Quality Work Life balance as a part of Organizational Culture and Climate. This course emphasizes on Conflict and Stress Management in a workplace for better Decision making.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	Introduction to Organizational Behaviour	10	15	1,2	NA
M2	Motivation, Personality & Perception	10	25	1,2,3	NA
M3	Group Dynamics and Stress Management	10	20	1,2,3	NA
M4	Leadership, Conflict Management and Power & Politics	10	25	1,2,3	NA
M5	Organization Development and Culture	10	15	1,2,3	NA
Total Theory		50	100		

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Detailed Syllabus

<p>Module 1: Introduction to Organizational Behaviour : Management and Organizational Behaviour, Theories of Management, Major Behavioural Science that contribute to Organizational Behaviour-Psychology, Sociology, Socio-Psychology, Political Science, Anthropology, Organizational structure, Dynamics of People and Organization, Models of Organizational Behaviour, Hawthorne studies, Challenges and opportunities in Organizational Behaviour. Total Hours: 10</p>
<p>Module 2: Motivation, Personality & Perception: Motivation-Motivation and Behaviour, theories of Motivation, Reinforcement theory, Organisational Learning Process, Motivation and performance, Financial and Non-financial incentives, Personality-Determinants of personality, Type A and Type B personality, Values, Attitudes & Beliefs, Argyris's Maturity-Immaturity Continuum, Perception-Motivation and Perception, Meaning, Need of Perceptual process, Factors influencing Perceptual process, self concept and self esteem. Total Hours: 10</p>
<p>Module 3: Group Dynamics and Stress Management: Group Dynamics-Team & Group difference, Group Effectiveness, Formal & Informal Group, Stages of Group Development, Group Decision Making, Inter group relation and Conflict, Stress Management-Stress and Behaviour, Sources of Stress, Consequences of Stress and Performance. Total Hours: 10</p>
<p>Module 4: Leadership, Conflict Management and Power & Politics: Leadership-Introduction and characteristics of Leadership, Formal and Informal leadership, Theories of Leadership, Conflict Management-Nature of Conflict, Sources of Organizational Conflict, Modes of Conflict Resolution, Conflict Management, Power & Politics-Difference between Influence, Power & Authority, Sources of power, Organizational Politics, Machiavellianism, Ethics of Power and Politics in Organizations. Total Hours: 10</p>
<p>Module 5 : Organization Development and Culture: Organizational Change, Resistance to change, Steps for planned change, Quality Work Life, Organization Development Objective and Interventions, Organization Climate and Organizational Effectiveness, Managing Organizational Culture. Total Hours: 10</p>

Text Books

1. Uma Sekaran, Organisational Behaviour, Tata McGraw Hill
2. John W Newstrom, Organisational Behaviour, Tata McGraw Hill
3. Stephen P. Robbins, Timothy A. Judge, Niharika Vohra (18th ed.), Pearson Education, New Delhi
4. L. M. Prasad, Organisational Behaviour, Sultan Chand & Sons

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Course Name: Business Mathematics & Statistics

Mode: Offline

Credits: 5

Code: ENTC202

Aim of the Course:.

1. To understand the fundamental concepts of Mathematics and Statistics.
2. To apply statistical tool for Quantitative Analysis to enable decision making.
3. To have a proper understanding of Mathematical Computation and Statistical Application in Business.
4. To help the students to develop an ability to apply logical reasoning and identify incorrect reasoning and arguments.
5. To encourage students in research by developing the ability to statistically access the accuracy of data and the validity of reported results at the interest of the Business.

Course Objectives:

On completion of this course, the students will be able:

1. To understand various Mathematical concepts and Terminology involved in Profit and Loss, Simple and Compound Interest and Arithmetic operations on Matrices.
2. To have an understanding of Data, Assimilation of Data and the representation of such Data with the use of Relevant Statistical, Graphical techniques.
3. To understand the Concepts, the Tools and the Techniques that are used in Business Statistical Analysis.
4. To have an understanding of dealing with Numerical and Quantitative issues in Business.
5. To have a understanding to conduct basic Statistical Analysis of Data for meaningful and useful results or outcomes.

Sl	Graduate attributes	Mapped modules
CO1	To understand various Mathematical concepts and Terminology involved in Profit and Loss, Simple and Compound Interest and Arithmetic operations on Matrices.	M1
CO2	To have an understanding of Data, Assimilation of Data and the representation of such Data with the use of Relevant Statistical, Graphical techniques.	M2
CO3	To understand the Concepts, the Tools and the Techniques that are used in Business Statistical Analysis. To facilitate students to understand the fundamental Statistical concepts of Central Tendency, Variation.	M3
CO4	To have an understanding of dealing with Numerical and Quantitative issues in Business.	M4
CO5	To have a understanding to conduct basic Statistical Analysis of Data for meaningful and useful results or outcomes.	M5

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Learning Outcome/ Skills:

This course is designed to enable students have an idea on Data, its Assimilation and its Representation. This course also helps students understand how to use Quantitative Tools and Techniques to Analyse Data so that relevant Information's are found which may help in Decision Making. This course helps the students with Mathematical and Statistical foundation required in Business Management. This course also would encourage students to develop Research skills through Mathematical Computation and Statistical Analysis of Business Data.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	Elementary Mathematics	10	20	1,2,3	NA
M2	Introduction to Statistics	10	20	1,2,3	NA
M3	Measures of Central Tendency, Dispersion Skewness & Kurtosis	10	20	1,2,3	NA
M4	Index Numbers and Time series	10	20	1,2,3	NA
M5	Correlation and Regression	10	20	1,2,3	NA
Total Theory		50	100		

Detailed Syllabus

<p>Module 1: Elementary Mathematics: Average, Ratio and Proportion, Percentage, Linear, Quadratic, and Simultaneous, Determinant and Matrices, Simple Interest, Compound Interest, Profit and Loss, Commission and Discount.</p> <p>Total Hours: 10</p>
<p>Module 2: Introduction to Statistics: Meaning, Characteristic, Functions, Scope and Limitations of Statistics, Types of Data, Data Collections, Data Classification, Types of Sampling, Tabulation of Data, Diagrammatic and Graphic Representation of Data.</p> <p>Total Hours: 10</p>
<p>Module 3: Measures of Central Tendency, Dispersion Skewness & Kurtosis: Meaning, Mean, Median, Mode, Arithmetic Mean(A.M.), Geometric Mean(G.M.), Harmonic Mean(H.M.), Weighted Arithmetic Mean, Empirical Relationship. Dispersion, Quartiles, Deciles, Percentiles Deviation, Mean Deviation, Standard deviation and their Coefficients, Skewness & Kurtosis.</p> <p>Total Hours: 10</p>

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Module 4: Index Numbers and Time series:

Measuring, Characteristics and Types of Index Numbers, Meaning, Analysis and Components of time series, Secular Trend, Seasonal Variation, Cyclic Variation, Trend analysis by Moving Averages and Least Squares Method (linear).

Total Hours: 10

Module 5 : Correlation and Regression:

Meaning correlation Analysis, Types of Correlation, Methods of Measuring Correlation, Karl Pearson's Coefficient of Correlation, Spearman's Correlation Coefficient. Regression Analysis, equation (Regression line), Coefficient of Alienation.

Total Hours: 10

Text Books

1. Reena Garg, Engineering Mathematics, Khanna Book Publishing.
2. V.K.Kapoor, Business Mathematics, Sultan Chand & Sons
3. R.S.Soni, Business Mathematics, Pitambar Publishing House,
4. Padmalochan Hazarika, A Text Book of Business Statistics, S. Chand & Company Ltd.
5. Dr S.P. Gupta, Statistical Methods, Sultan Chand & Sons
6. A.M.Gun, M.K.Gupta & B.Dasgupta, Fundamentals of Statistics, Volume 1 &2, World Press(19th Edition)
7. S.C.Gupta, V.K. Kapoor, Fundamentals of Mathematical Statistics, Sultan Chand & Sons (12th Edition).
8. N.G.Das, Statistical Methods, Volume 1 &2, TataMCGraw Hill.
9. Manish Sharma, The Practice of Business Statistics, Khanna Book Publishing Co.
