



GUJARAT TECHNOLOGICAL UNIVERSITY

Post Graduate Diploma in Hospital Management

Semester: 1

Branch: Post Graduate Diploma in Hospital Management

Subject Name: Principles of Management & Organizational Behaviour

Subject Code: 1517701

Rationale:

Course Scheme:

Teaching Scheme			Credits C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
3	0	0	3	50	0	0	50	100

Course Content:

Unit No.	Content	No. of Hours	Weightage (%)
1	<p>Concept of Management Science or Art, Management and Administration, Management thoughts by Management Gurus, Functions of Management, Types of Business Organization, Business Ethics and Social Responsibility: Concept, Shift to Ethics, Tools of Ethics.</p> <p>Planning Nature & Purpose, Steps involved in Planning, Objectives, Setting Objectives, Management by Objectives, Strategies, Policies & Planning Premises, Forecasting, Decision-making.</p> <p>Organizing Nature and Purpose, Formal and Informal Organization, Organization Chart, Structure and Process, Departmentation by difference strategies, Line and Staff authority – Benefits and Limitations – De-Centralization and Delegation of Authority – Staffing – Selection Process - Techniques – HRD – Managerial Effectiveness. Accountability and Power</p>	8	15
2	<p>Directing & Controlling Scope, Human Factors, Creativity and Innovation, harmonizing objectives, system and process of Controlling, Requirements for effective control, The Budget as Control Technique, Information Technology in Controlling, productivity, Problems and Management, Control of Overall, Performance, Direct and Preventive Control, Reporting</p> <p>Decision Making Nature and Purpose, Principles</p>	7	10
3	<p>Organizational Behaviour What is Organizational Behaviour ,Understanding Organizational Culture and changing it for effectiveness, Basic Theories of Leadership ,Contemporary Issues in Leadership Practice</p>	7	10



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	<p>Personality & Attitudes Understanding Personality, Values, Attitude and their impact on behaviour at work, Transactional Analysis, Understanding Motivation at work.</p>		
4	<p>Motivation</p> <ul style="list-style-type: none"> • Motives – Characteristics • Classification of Motives • Primary Motives and Secondary Motives • Morale – Definition & Relationship with productivity • Morale Indicators – Theories of work Motivation • Maslow’s Theory of Need Hierarchy • Herzberg’s Theory of Job Loading <p>Understanding dynamics of Group behavior Understanding the process of Perception: How we make sense of Our environment ,Understanding Groups and Teams, Group Dynamics ,Resistance to Change and Change Management , Managing Conflict ,Stress and Negotiation , Understanding Decision-making ,Understanding Power and Organizational Politics</p>	8	15
	Total Hours/Marks:	30	50

Suggested Student Activities for PA: (50 Marks)

Group Discussion, Presentation, Class Exercise, Small Project, Case Study

Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Triparty PC And Reddy PN	Principles of Management	Tata McGraw-Hill
2	Margi Parikh & Rajan Gupta	Organizational Behavior	McGraw-Hill
3	Stoner, Freeman & Gilbert Jr – Management	Management	Prentice Hall of India
4	Stephen Robbins	Organizational Behavior	Pearson Education
5	Dr Neeru Vshishth P	Principles of Management	Taxman
6	Rao VSP	Management , Text & Cases	Excel Books