



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Post Graduate Diploma in Hospital Management

Level: PG Diploma

Course / Subject Code: DH01077011

Course / Subject Name : Principles and Practices of Management & Organisational Behaviour

w. e. f. Academic Year:	2024 - 2025
Semester:	1
Category of the Course:	Core Course (CC)

<b>Prerequisite:</b>	A fundamental understanding of basic business management principles is crucial, as it introduces the core concepts of strategic planning, organizational structure, and decision-making processes. Additionally, courses in psychology provide insights into human behavior, motivation, and interpersonal dynamics, which are vital for effective management and organizational behavior
<b>Rationale:</b>	The rationale of the Principles and Practices of Management & Organizational Behaviour subject in the curriculum lies in its comprehensive coverage of critical concepts such as strategic planning, decision-making, leadership styles, motivation, team dynamics, and organizational culture. Understanding these principles is vital for anyone aspiring to manage or lead teams, as it equips them with the skills to foster a productive work environment, navigate complex organizational challenges, and drive performance.

## Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	To Gain a comprehensive understanding of fundamental management principles, including planning, organizing, leading, and controlling within the context of hospital settings.	Understand
02	To Develop a comprehensive understanding of various leadership styles and directing techniques to effectively guide and motivate hospital staff.	Understand & Apply
03	To comprehend the Nature, Purpose, Principles, and its Applications in Decision Making & Controlling	Understand
04	To learn about organizational behaviors, culture, development, and the applicability of theories offered by many management gurus	Understand & Apply
05	To Explore key concepts in organizational behavior, such as motivation, team dynamics, leadership styles, and organizational culture, and understand their application in healthcare environments.	Understand & Apply

\*Revised Bloom's Taxonomy (RBT)



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### Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR		C	Theory		Tutorial / Practical	
			ESE (E)		PA / CA (M)	PA/CA (I)	ESE (V)	
4	-	-	4	50	0	50	0	100

### Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	<p><b>Concept of Management</b> 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><b>Planning</b> Nature &amp; Purpose, Steps involved in Planning, Objectives, Setting Objectives, Management by Objectives, Strategies, Policies &amp; Planning Premises, Forecasting, Decision-making.</p>	<b>10</b>	<b>10</b>
	<p><b>Organizing</b> 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> <p><b>Directing &amp; Controlling</b> 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><b>Decision Making:</b> Nature &amp; Content, Human Judgment in Decision Making, Rationality Principle, Techniques of Decision – Making, Stages in Decision – Making Process</p>	<b>10</b>	<b>15</b>



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3.	<p><b>Organizational Behaviour</b> What is Organizational Behaviour ,Understanding Organizational Culture and changing it for effectiveness, Basic Theories of Leadership ,Contemporary Issues in Leadership Practice</p> <p><b>Personality &amp; Attitudes</b> Understanding Personality, Values, Attitude and their impact on behaviour at work, Transactional Analysis, Understanding Motivation at work.</p> <p><b>Leadership, Authority, Influencing Others: Authority, Power &amp; Influencer</b>  Leadership, Functions &amp; Styles of Leadership, Authority &amp; Responsibility Relationship, Delegation and Accountability, Formal &amp; Informal Organization, Process of Centralization and Decentralization, Empowerment, their Interpretation in Hospital</p>	<b>15</b>	<b>15</b>
4.	<p><b>Motivation Process</b>  Types of Motives, Process of Work Motivation, Theories of Motivation-Theory ‘X’ and Theory ‘Y’, Theory ‘Z’, Maslow’s Hierarchy of Needs, Herzberg’s Two – Factor Theory, Hygiene Factors, Motivators, Vroom’s Expectancy Theory, Techniques, Methods &amp; Incentives Plans for motivating professionals</p> <p><b>Group Behaviour, Change Management</b>  Understanding Groups &amp; Teams, Group Dynamics, Change Management  Conflict Management, Stress Management  Sources, Strategies for Managing Conflicts, Crisis Management, Stress Management Concept, Individual and Group Stress, Physical &amp; Psychological Stress, Coping Strategies among Healthcare Professionals</p>	<b>10</b>	<b>10</b>
5.	<b>Application of Concept :</b>	<b>15</b>	<b>CEC (50 Marks)</b>



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	All the students of the program will be given practical assignments/Quiz on the application of the above mentioned topics from the syllabus. The applications of the theory concepts would be in the form of Project on Application of Management Principles in Hospital, Presentation, Group Project, Case Study		
	<b>Total</b>	<b>60</b>	<b>50</b>

### Suggested Specification Table with Marks (Theory):

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						Total Marks
			RM	UN	AP	AN	EL	CR	
I	Concept of Management, Planning	10	00	05	05	05	00	00	10
II	Directing, Controlling & Decision Making	10	00	05	05	00	00	00	15
III	Organizational Behavior	15	00	05	05	00	00	00	15
IV	Motivation	10	00	00	05	05	05	00	10
V	Practical Application	15	-	-	-	-	-	-	-
	<b>Total</b>	<b>50</b>	<b>00</b>	<b>15</b>	<b>20</b>	<b>10</b>	<b>05</b>	<b>00</b>	<b>50</b>

*Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)*

### References/Suggested Learning Resources:

#### (a) Books:

S. No.	Title of Book	Author	Publication with place, year and ISBN	Edition
1	Principles of Management	Triparty PC And Reddy PN	Tata McGraw-Hill	Latest Edition
2	Organizational Behaviour	Margi Parikh & Rajan Gupta	McGraw-Hill	Latest Edition
3	Management	Stoner, Freeman & Gilbert Jr – Management	Prentice Hall of India	Latest Edition



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4	Organizational Behaviour	Stephen Robbins	Pearson Education	Latest Edition
5	Principles of Management	Dr Neeru Vshishth P	Taxman	Latest Edition
6	Management , Text & Cases	Rao VSP	Excel Books	Latest Edition

**(b) Open source software and website:**

1. <https://www.youtube.com/watch?v=q6LMjurECZM>
2. <https://www.youtube.com/watch?v=8iVpF81xrYM>
3. <https://www.youtube.com/watch?v=VFjkqmUP84w>

**Suggested Project List, if any:**

Application of Principles of Management in the Hospital, Group Project.

**Suggested Activities for Students, if any:**

Presentation, SOP Making, Case Study Discussion

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