

**Shri Sharda Bhavan Education Society's**  
**INSTITUTE OF TECHNOLOGY AND MANAGEMENT,**  
**NANDED**

**1.3.1 CROSS CUTTING ISSUES**

**Co-curricular and Extracurricular Activities**


The institute's curriculum covers a range of multidisciplinary subjects, including gender, human values, the environment, and sustainability. Actually, the university sets the curriculum, and the college must follow it. Despite this limitation, the college makes every effort to address the aforementioned issues. Some of the actions include the following:

**1. Gender:**

There are numerous programmes for women and female students' empowerment. College has conducted Anti Sexual Harassment Committee to provide safe environment to the female students and staff. Women's Club of the college arranges different programs such as Financial Literacy for the overall development. Also Women's Club frequently hosts Gender Sensitization workshops for the students.

Our institution's N.S.S. unit has been fairly aggressive in carrying out numerous extension projects both on college land and in adopted communities. Important gender issues are brought to light and addressed through programmes like the Rally against female foeticide, Rally against Kopardi Rape Incident, Voter Awareness Rally, essay and poster exhibitions, wall paper presentations, etc.



  
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## 2. Sustainability and the Environment:

The N.S.S. campaigns for environmental protection through initiatives for sustainable development and tree planting. The N.S.S. unit participates in a range of activities in the nearby villages throughout the special camps. In these camps, the N.S.S. conducts a variety of environmental programmes, including tree planting, village cleanliness campaigns, plastic free drives, debate competitions, campaign related to save wildlife etc. These events are planned to increase awareness of nature, biodiversity, environment, and sustainability. The college has launched several environmental protection efforts. On the occasion of Environmental Day college has organized special rally to point out the issues of environment degradation. College has taken initiatives to provide water to the birds by fitting bird waterer at different locations in the campus.

## 3. Human Values and Professional Conduct:

In order to promote a scientific mindset and social awareness, NSS and The College tries to incorporate moral and human values through extracurricular activities. The college offer programmes to install human values among students, including N. S. S. and HS. The students have been invited to special lectures on value education given by guests. Republic Day and Independence Day are two examples of national holidays that offer a platform for promoting moral and patriotic values. The college has launched a number of social activities, including drive-awareness, blood donation, Heart-attack prevention, health check-up, Sugar and BP check-up programmes.



  
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## VII. Organisational Behaviour

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts of Organisational Behaviour in organisation.

**Utility:** Student can acquire basic-level knowledge

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### UNIT-II Introduction to Organizational Behavior

- Definition, Assumptions, Significance of organisational behaviour, characteristics of OB.
- Individual Behavior and Group Behaviour, Factors affecting behavior, formal and informal group, stages of group formation.

### UNIT-II Attitudes, Emotions, Personality, Perception

- Main Components of Attitudes, Major Job Attitudes.
- Meaning of Emotions and Moods, Sources of Emotions and Moods.
- Personality & its importance.
- Definition of Perception & Factors That Influence Perception

### Motivation:

- Meaning, Importance of Motivation.
- Motivation Theories: Maslow Theory, Herzberg Theory, McGregor Theory and McClelland Theory

### Leadership:

- Meaning, Importance, Qualities of Good Leader.
- Theories of Leadership, Leadership Styles.

### Decision making:

- Decision Making: Concept, Importance, The Decision-Making Process.
- Types of Decisions, Decision-Making Models -Classical Decision Model, Behavioral Decision Model, Systematic and Intuitive Thinking.

## **XII. Business Ethics**

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts of ethical practices that affect business & future decision making.

**Utility:** Student can acquire basic-level knowledge of importance of ethical practices in business.

**Prerequisite:** Basic knowledge of ethics in business.

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### **UNIT-I PRINCIPLES OF BUSINESS ETHICS:**

- Introduction, Ethics & Morals, Nature of Ethics.
- Need for Business Ethics, Ethical Dilemmas, Benefits of Business Ethics, Fundamental principles of Ethics.

### **UNIT-II CORPORATE SOCIAL RESPONSIBILITY:**

- Corporate Social Responsibility, Need for CSR, Key Developments
- CSR Mechanisms, Benefits of Corporate Social Responsibility

### **UNIT—II WORKPLACE ETHICS:**

- Factors Influencing Ethical Behaviour at Work, Ethical Issues Discrimination, Harassment,
- Importance of Ethical Behaviour at the Workplace, Guidelines for Managing Ethics in the Workplace.

### **UNIT-IV Ethics in Business:**

- Ethics In Marketing And Consumer Protection: Introduction, Ethical Guidelines, Behaving ethically in marketing, Healthy competition and protecting Consumer's interest, Consumer Protection Councils in India.

### **UNIT-V • Ethics In Accounting And Finance:**

Introduction, Creating an Ethical Environment, Reasons for Unethical Behaviour, Safeguards, Ethical conflict resolution

#### Reference Books:

1. Business Ethics and Corporate Governance – S.K. Bhatia.
2. Business Ethics and Corporate Governance – C.S.V. Murthy
3. Business Ethics – IPCC Booklet by ICAI.

## VI. Business Environment

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total 75 Marks

**Learning Objectives:** - The objective of the course is to equip the students with the ability to analyse, interpret and

apply the basic concepts of different environmental factors that affect business & decision making.

**Utility:** Student can acquire basic-level knowledge of business.

**Prerequisite:** Basic knowledge of business.

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### **Unit. No.- I Nature and Purpose of Business:**

- Meaning and Characteristics of Business, concept of business cycle.
- Objectives of Business – economic and social objectives
- Maintenance of business and environment - Classification, Departmental factors on business, Business risks.

### **Unit. No.- II Forms of Commercial Organizations:**

- Meaning, features, merits and limitations of the following forms:
- Sole Proprietorship,
- Partnership – Partnership Deed (Main Clauses), Types of Partners.
- Joint Stock Company, Private and Public-Sector Company,
- Co-operative Societies
- Multinational Corporations: Meaning and Features

### **Unit. No.- III Social and Cultural environment:**

- Nature of culture, Impact of culture in business;
- Ethics in business - Nature and meaning, Ethical business practices.

### **Unit. No.- IV Economic and Political environment:**

- Meaning and Definition elements of environment - economics system - economic planning - objectives of economic planning (Evaluation measurement and problems size of national Income on capital income)

### **Unit. No.- V Globalization:**

- Meaning and nature of globalization, Reasons behind globalization.
- Strategies for internationalization, Globalization of Indian business.
- Objectives and principles of GATT, Functions of WTO, Structure of WTO,
- Arguments for joining WTO and arguments against joining WTO.

### **REFERENCE BOOKS:**

- 1) Business Environment - Francis Cherunilam , Himalaya Publication.
- 2) Indian Economy – Datt & Sundharam - S. Chand Publication
- 3) Essentials Of Business Environment – K. Ashwathappa, Himalaya Publication.
- 4) Business Organisation - Ravindranath Badi, Himalaya Publication

# Managerial communication

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The objective of this course is to impart communication skills amongst the students so that on completion of the course they will be equipped with communication skills.

## **Unit –I Communication in organisation:**

Definition – Communication and organizational communication – communication models – communication process – types – principles – Role of managers in business communication – Role of technology in contemporary communication process.

## **Unit –II Communication skill:**

Public speaking – Counselling, listening, interview – Basic principles of Journalism – Group communication – Group discussion – Seminars – symposia – paper presentation – Reporting – Basic principles for drafting business letters – Layouts – Circulars – Agenda – Minutes – Memo – Reports – Employment letters.

## **Unit –III Organisational Communication :**

Internal and External communication – Structural issues that effect communication – communication within basic organization structure – Advantages and Disadvantages of informal structure – The Grapevine communications between employees and Trade unions – communication to share holders and investing public – communications and Ethical actions in organizations.

## **Unit –IV Communication for Organisational Effectiveness :**

Sources and Effects of conflict in communication – Approaches to managing conflict communications – organization design and conflict management – communication and Role conflict – Efficiency of organizational structure to reduce destructive effects of role conflict.

## **Unit –V Organisational with Government and other public:**

Basic principles of public relations – Interaction with several public corporate image – Factors governing corporate image. Building and maintaining corporate image – Correspondence with insurance and banking companies, suppliers and agents – sales letters.

1. Dalmar Fisher : Communication in Organizations Jaico Pub.
2. Lesikar, Pettit & Flatley : Lesikar's Basic Business Communication (TMH)
3. Jessmand Dows & William Ird : Functional Business Communication (TMH)
4. Chappan and Reed : Business Communications.
5. Laland Drown : Communication Facts & Ideas in Business.
6. N.H. Arthereya : Written Communications and Results.
7. Dennis Murphy : Communication in Business and Industry.
8. Kaul : Business Communication.
9. Kaul : Effective Business Communication.
10. Ghanekar Anjali : Communication skill for Effective Management.

# DISASTER MANAGEMENT

Course Code IV/137-1/SEC-7A

|| University Examination 50 Marks || Internal Assessment 50 Marks || Total 100 Marks||

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## Learning Objectives:

1. To explain the role and significance of management in tackling disaster situations
2. To understand various perspectives of disaster management

**Unit I: Disaster Management:** An Introduction, Concept, Definition, Objectives, Scope, Dimensions, Challenges

### **Unit II: Types of disasters & effects/ damages due to disasters:**

Natural disasters: Unpredictable disasters– Earthquake, Volcano, Landslides, Predictable disasters– Cyclone, Draughts: Partially predicable disasters– Floods, Landslides Man-made disasters: Industrial disasters, Economic disasters, Social disasters, Environmental disasters, Ecological disasters

### **Unit III: Disaster Management and socioeconomic system:**

Factors affecting damages, Factors affecting mitigation measures

### **Unit IV: Disaster Management Cycle:**

Prevention, Mitigation, and Preparedness; Tools, Methods, and Technologies to Manage Disasters, Planning for Disaster Preparedness and Management:

### **Unit V: Disasters and Development:**

Disasters and the Government- Disaster Management Act 2005

**Learning Outcomes:** After successful completion of this course, students will be able to:

1. Understand various types of disasters, causes of their occurrences and also their consequences
2. Develop confidence about proper management of all kinds of disasters

### **Suggested Readings:**

1. All You Wanted to Know about Disasters- B. K. Khanna, New India Publishing Agency, New Delhi
2. Disaster Management Global Challenges and Local Solutions- Rajib Shaw, R.R. Krishnamurthy, Universities Press, Hyderabad
3. Disaster Management, M. Saravana Kumar, Himalaya Publishing House
4. Natural Disasters - David Alexander, UCL Press, London
5. [www.ndma.gov.in](http://www.ndma.gov.in)
6. [www.nidm.net.in](http://www.nidm.net.in)
7. [www.ndmindia.nic.in](http://www.ndmindia.nic.in)

M. B. A. IV Semester  
**CORPORATE GOVERNANCE & BUSINESS ETHICS**  
**IV/1371/ SEC-7B**

|| **University Examination 50 Marks || Internal Assessment 50 Marks || Total 100 Marks**||

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Learning Objectives: This course aims at helping candidates think about some of the important ethical Implications of the day-to-day happenings and practices of Indian industry and business. It is designed to stimulate discussion and debate rather than to formulate principles, and to raise further questions rather than to dictate answers. The objective of course is to acquaint the candidates Ethics and Indian Ethos along with its relevance to managerial decision making.

**Unit I: Introduction to Corporate Governance:** Critical points in Governance, Ethically relevant Definition, Moral Agency in the Context of Business, purpose of corporate governance, mechanism of corporate governance.

**UNIT II: Model of Corporate Governance:** Agency theory of corporate governance, Ownership, Stewardship and stewardship model and corporate governance and stakeholder theory of corporate governance.

**Unit III: Overview of various Codes of Corporate Governance:** Need for Regulatory codes, Corporate Governance reforms in India, The Cadbury Committee, UK. Legal Aspects of Corporate Governance: Laws applicable to the corporation, corporate governance as law, Theories of company law and global trends.

**Unit IV: Background for Ethical Model:** Various Principles of ethics, Evolution of Business Ethics: Western concepts of Business and management: meaning of business ethics, evolution of western concepts of business, foundation of ethics or morality in the business context, theories of teleological ethics, theories of Deontological ethics, theories of Virtue ethics and theories of system development ethics, theories of ethics and basic managerial orientation.

**Unit V: Alternative Concepts of Business and industry:** social and economic organization, individual and corporate business organization, relation with external organization.

Alternative Model of Ethics and reality of Business Ethics: Integrity approach to business ethics, Reality of Business Ethics.

Learning Outcome: The problems in business are multifold. One of the major social challenges faced by business is to balance ethics and economics. Society wants business to be ethical and economically profitable at the same time. This syllabus will help the students in the same aspect.

Suggested Readings:

1. Business Ethics and Corporate Governance – S.K. Bhatia.
2. Business Ethics and Corporate Governance – C.S.V. Murthy.
3. Governance- A Question of Ethics- Surender Kumar (2000), Galgotia Publishing co.
4. Leadership and Corporate Governance- A V. Vedpuriswar (2002), ICFAI University



**M. B. A. III Semester**  
**(With effect from academic year 2022-2023)**  
**PERSONALITY DEVELOPMENT**  
**III/137-1/SEC-6D**  
**|| University Examination 50 Marks || Total 50 Marks ||**

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Learning objective: The basic aim of this course is to develop the personality of the students with proper understanding with different dimensions of personality development.

**Unit I: Personality Development-** Define personality, determinants of personality development, types of personalities, laws of personality development, personality traits, developing effective habits, emotional intelligence, influence of thoughts, character, mannerism and etiquettes, Biological, Physical and religious aspects of Personality development.

**UNIT II: Theories of Personality** - Freud theory, Erikson theory, trait theory of personality Type A & B, General Adaption Syndrome, Myers–Briggs Type Indicator (MBTI)

**Unit III: Attitude and Motivation** - Define attitude and motivation, factor affecting attitudes, positive and negative attitude, way to develop positive attitude. Habits- Define Habit, identifying good and bad habits, breaking bad habits, forming habits of success, goalsetting and addiction, Grooming, dining etiquettes, cross cultural etiquettes, use of ICT, Day to Day management, use of social media, e-mail etiquette and useful electronic gadgets and mobile applications.

**Unit IV: Time Management-** Time as resource, value of time, identify important timewasters, techniques of time management, Self-esteem, stress management- causes of stress and managing stress, facing failures- factor affecting failures, learning from failures, overcoming failures power of FAITH and practicing faith, Concept of success.

**Unit V: Communication Skills-** Self Confidence, effective reading, writing and listening skills, self-reading, Voice Module, overcoming stage fear, art of professional presentation, Body language and negotiation skills, Employability quotient, Social etiquettes, official etiquettes, Interpersonal Relationship-Defining interpersonal relationship, human perception, understanding people, tips to improve interpersonal relation and conflict resolution. Learning Outcomes: at the end of the course, students will be able to

1. Nurture a deep sense of understanding of personality development, soft skill and interpersonal relationship for overall self- development.
2. Realize the role of technology in personality development and importance of time and stress management.
3. Develop and exhibits a balanced attitude in life and learn to handle failures.

Suggested Readings:

1. Personality development –Swami Vivekananda
2. Stephen Covey, Seven Habit of Highly effective people
3. Dorch Patricia, What are soft Skills? New York, Execu Dress Publishers
4. Petes S J Francis, Soft skills and Professional communication, New Delhi

**M.B.A. I SEM**  
**ORGANIZATIONAL BEHAVIOUR**  
**COURSE CODE: I/137-1/C2**

**Learning Objective:**

To familiarize students with the behavioral patterns of human beings at individual and group levels in organizational context.

**Unit I Organizational Behavior:** Definition, assumptions, Significance-Historical Evolution-Fundamental concepts of OB, OB- as an emerging challenge of managing diversity.

**Unit II Individual Behavior and Managing diversity,** Factors affecting individual behavior, Personality Development: meaning and determinants, theories of Personality development, managerial consideration for further developing of personality development of employee. Perception: Meaning and definition, Perceptual process, Managerial implications of perception in business situations, Perceptual errors i.e. factors influencing perception.

**Unit III Motivation:** Nature and importance, basic process- theories of motivation: Maslow's hierarchy of needs theory, Herzberg theory, Alderfer's ERG theory, McClelland's Achievement Motivation Theory, Expectancy theory, Theory X & Y.

**Unit IV Group Behavior:** Group formation: formal and informal group, stages of group development, Group decision making, group effectiveness and self-managed teams, Team work and Team development, Transactional analysis.

**Unit V Conflict and Stress Management:** Meaning, process, functional and dysfunctional conflict, conflict handling- nature, causes and consequences of Stress. Management of change: concept, Lewin's stages of change, forces of change, resistance to change and Managing planned change.

**Learning Outcomes:**

By the end of this course students shall be able to:

1. Identify and evaluate OB challenges faced by managers.
2. Analyze workplace behaviors from one or more theoretical perspective.
3. Recommend solutions for key OB related challenges managers face.

**Books Recommended:**

1. Diagnostic approach to Organizational Behavior by Gordon J.R., Allyn and Bacon, New York, 1987.
2. Essentials of Organizational Behavior by Robbins S.J.,
3. Organizational Behavior Processes by Parle K.U., Rawat Publishers, Jaipur, 1988.
4. Organizational Behavior by Robbins P. Stephen, McGraw Hill Inc. New York.
5. Organizational Behavior, Concepts, Controversies and Applications – by Robbins P. Stephen, Prentice Hall of India, N.D.1985.

**M. B. A. II Semester**  
**BUSINESS ENVIRONMENT**

**Course Code: II/137-1/GE-2B**

**||University Examination 50 Marks ||Internal Assessment 50 Marks ||Total 100Marks ||**

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**Learning objectives:**

1. To help students to develop among candidates the knowledge base of environmental factors affecting business.
2. To acquaint the students to the emerging trends in business environment.
3. To inculcate values of Environmental ethics amongst the students.

**Unit I: Basics Of Business Environment:** Concept, Significance, Nature Of Business Environment, Need Of Environmental Studies For Business, Environment Scanning, SWOT Analysis, Basic Philosophies Of Capitalism And Socialism, Concept Of Mixed Economy

**Unit II: Types Of Business Environment:** Types Of Business Environment- Internal Environment, Micro Environment, Macro Environment-Economic Environment, Socio-Cultural Environment, Political Environment, Technological Environment and Legal Environment, Millennium Development Goals and Sustainable Development Goals

**Unit III: Government Policies:** Industrial Policy, Exim Policy, Technology Policy, Government Policy Regarding Small Sector Enterprises, Fiscal Policy, Planning In India-Planning Commission, New Trade Policy-1991 Onwards, Industrial Licensing In India.

**Unit IV: Indian Business Environment:** Liberalization, Privatization, Globalization, Multinational Corporations, Foreign Direct Investment (FDI), Disinvestments, Special Economic Zone (SEZ), An Introduction To MRTP, Competition Act, FEMA, SEBI Act, Consumer Protection Act.

**Unit V: Natural Environment:** Natural Environment, Natural Resources, Renewable And Non Renewable Resources, Limitations Of Non-Renewable Resources – Need Of Renewable Resources, Importance Of Water & Land, Global Warming, Environmental pollutions types, Industrial growth and pollution, Restricting chemical use in farming, non-polluting energy sources

**Learning Outcomes:**

1. Students will gain an understanding on Scanning of Business Environment
2. Students will be able to identify the Strengths & Weakness of the Companies & identify Opportunities & Threats in Business Environment
3. Students will come to know about different Policies of Government which Effect the Business

**Books Recommended:**

1. Business Environment-Text and Cases, Justin Paul: Tata McGraw Hill 3rd Edition
2. Essentials of Business Environment, Aswathappa: Himalaya Publishing House.
3. Business Environment-Text and Cases, Cherunilam, Francis: Himalaya Publishing.



**SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED**  
**BACHELOR OF COMPUTER APPLICATION (BCA)**  
**Organizational Behavior**

**Learning Objectives:**

To familiarize students with students with the basic concepts of organizational behavior and to enhance their understanding the interaction of individual in the organization.

Name of Course	Bachelor of Computer Application (BCA)
Semester	II
Name of Subject	Organizational Behavior
Subject Code	BCA-202
Marks	75 Marks
Lectures	50 Lectures

**Learning Outcomes:**

1. Students will become more self-aware and will have identifies areas of development for long term effectiveness.
2. Students will understand the role individuals play collectively to perform in the organization.

**UNIT – I**

**1. Introduction of Organizational Behavior**

**10 Lectures**

- 1.1 Understanding OB
- 1.2 Nature
- 1.3 Scope
- 1.4 Models
- 1.5 Significance of OB
- 1.6 Emerging challenges in organizational Behavior.

**UNIT – II**

**2. Individual Behavior & Motivation**

**15 Lectures**

- 2.1 Individual Behavior
- 2.2 Factors determining an Individual Behavior
- 2.3 Personality
- 2.4 Determinant of Personality
- 2.5 Traits of Personality
- 2.6 Concept of Perception
- 2.7 Attitude and Values
- 2.8 Components of attitude
- 2.9 Motivation-Meaning
- 2.10 Importance of Motivation
- 2.11 Theories on Motivation



- 2.12 Maslow Theory
- 2.13 Herzberg theory
- 2.14 McGregor theory
- 2.15 McClelland theory.

### **UNIT - III**

#### **3. Group Behavior & Leadership**

**15 Lectures**

- 3.1 Group Behavior-Nature of groups
- 3.2 Group Development
- 3.3 Types
- 3.4 Determinants of group behavior
- 3.5 Group Decision Making.
- 3.6 Leadership- Meaning
- 3.7 Importance of Leadership
- 3.8 Types of Leadership style
- 3.9 Qualities of good leader
- 3.10 Theories – contingency theory
- 3.11 Situational theory, Behavioral theory
- 3.12 Trait theory
- 3.13 Contemporary trends in Leadership.

### **UNIT – IV**

#### **4. Work Stress**

**10 Lectures**

- 4.1 Meaning
- 4.2 Types of stress
- 4.3 Consequences of work stress
- 4.4 Causes of stress
- 4.5 Strategies for Managing work Stress

Reference books:

1. 'Organizational Behaviour' by K. Aswathappa. 13th Edition, Himalaya Publishing House.
2. 'Organizational Behaviour' by Luthans F, 7th Edition, McGraw Hill.
3. 'Essential of Organizational behaviour' by Robbins S. J., Text N.D.
4. 'Organizational behaviour' by John Schermerhorn & John Wiley, John Wiley & Sons