

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: December-2013
(Batch-2010)

Theory-Credit-3

Paper Code: UM08EBBI06	Total Credit: 4
Title Of Paper: Strategies for Change Management	

Unit	Description in detail	Weightage (%)
I	Organizational Culture Concept of Organizational Culture Impact of Organizational Culture Creating and Maintaining Organizational Culture Managing Organizational Culture Spirituality and Organizational Culture Characteristics of a Spiritual Organization	25%
II	Organization Development Concept of Organization Development OD and Management Development Role of Organization Development Problems in Organization Development OD Interventions Sensitivity Training: Concept, Process and Evaluation Grid Organization Development: Concept, Process and Evaluation Survey Feedback: Concept, Process and Evaluation Process Consultation: Concept, Process and Evaluation Team Building: Concept, Process and Evaluation Management by Objectives: Concept, Process and Evaluation	25%
III	Design and Forms of Organization Structure Concept of Organizational Structure Components of Organization Structure Features of Good Organization Structure Forms of Organization Structure Line Organization Structure: Concept, Merits and Demerits, Suitability. Line and Staff Organization Structure: Concept, Merits and Demerits, Suitability. Functional Organization Structure: Concept, Problems and Suitability of Functional Structure. Divisional Organization Structure: Concept, Design, Problems and Suitability. Project Organization Structure: Concept, problems, and Suitability. Matrix Organization Structure: Concept, Design, Problems and Suitability of Matrix Structure.	25%
IV	International Organizational Behavior Growth of International Business	25%



	Trends in International Business Cultural Differences and Similarities Individual Behavior in Global Perspective Interpersonal Behavior in an International Context Organization Characteristics in an International Context	
V	Tutorial: Credit -1 Marks-25	
	Strategies for Change Management in Action Practices of Change Management: ONE case study & ONE article review on Organizational Culture and Organization Development. One case on Design and Form of Organization Structure and ONE case study & ONE article review on International Organizational Behavior. Journal on the same shall be maintained by the students in which they have to write on practices.	
	Evaluation: Internal: Marks-25	
	Journal shall be evaluated by the concerned teacher.	

Basic Text & Reference Books:-

- L M Prasad: Organizational Behavior, Sultan Chand & Sons, New Delhi.
- KAswathappa: Organizational Behavior, Himalaya Publishing House, Mumbai.
- F Luthans; Organizational Behavior, Mc Graw Hill, Singapore.

