

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM08EBBI06	Total Credit: 3
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	Introduction to HRD Concept of Human Resource Development; Characteristics of Human Resource Development; Objectives of Human Resource Development; Need for Human Resource Development; Functions of Human Resource Development; HRD And Personnel Management; HRD as a Total System	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; 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; 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	25%

Basic Text & Reference Books:-

- Organizational Behavior, Sultan Chand & Sons, New Delhi by L M Prasad
- Organizational Behavior, Himalaya Publishing House, Mumbai by K Aswathappa
- Organizational Behavior, Mc Graw Hill, Singapore by F Luthans
- Human Resource Development, Deep & Deep Publications PVT, LTD, New Delhi, by Santosh Gupta & Sachin Gupta

