

SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY

(AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956, Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION <u>TEACHING PLAN</u>

	Course Code	Cour		Semester	Branches	Contact Periods /Week	Acad Ye	lemic ear	Date of commence ment of Semester
19BMXO04 CHAN MANAGE		IGE	III	MBA	5	2023	3-24	/10/2024	
COUF	RSE OUTCOM	IES		1					
	1	Explains t	-		evaluation of le	adership, fac	ctors of le	adership	p, Situational
	·		he need		ership Motivati	on Emergin	g Challer	nges in	Motivating
	3	To determine the importance Leader Self management along with Developing creative thinking in the organisation,(K1)							
4 Describe and			nd general	alize about Bor change pro	asics of Change grammes.(K2)			, nature	and Types of
	5	Determine	the role	of diagram	ming in system	investigatio	n.(K4)		
Week No.	Out Comes		Topics/Activity		Book referen ce	Con. Hr	Remark		
	CO1: Explains the components and and evaluation of leadership, factors of				1. INTRODU	CTION			
			1.0	-	nal Leadership: Components		T1,T2		
			1,1	evaluation of	of leadership		T1,T2		
			1.2	factors of le	adership		T1,T2		
			1.3	Situational I Meaning	Leadership Beh	aviour:	T1,T2		
1			1.4	Fiedler Con	tingency Mode	1	T1,T2		
1	leadership,		1.5	Path Goal a	nd Normative N	Models	T1,T2	10	
	Leadership Behaviour.(K2)		1.6	Emerging L	eadership Beha	viour	T1,T2		
					tional, Transact	ional	T1,T2		
				Visionary L			T1,T2		
				Leadership Organisation	for the new Mil	llennium	T1,T2		
				Leadership			T1,T2		
				Organisation			11,12		
					Effectiveness: 1	Meaning,	T1,T2		



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			Reddins' 3-D Model, Hersey and	T1,T2		
			Blanchard			
			Situational Model	T1,T2		
			Driving Leadership Effectiveness,	11,12		
			Leadership for Organisational			
		1.10	Building.			
		1.12	Case study 2. LEADERSHIP MOTIVATION	ON		
	CO2: Identify the					
		2.1	Leadership Motivation, Culture: Motivation Theories for Leadership	T2,T3		
		2.2	Emerging Challenges in Motivating Employees	T2,T3		
		2.3	Motivation, Satisfaction, Performance. Organisational Culture: Meaning, Definitions, Significance, Dimensions	T2,T3		
	need for Leadership	2.4	Managing Organisational Culture	T2,T3		
2	Motivation Emerging Challenges in Motivating Employees.(K3)	2.5	Changing organisational Cultural. Leadership Development	T2,T3	10	
		2.6	Leadership development: Significance	T2,T3		
			2.7	Continuous Learning: Principles of learning to develop effective leadership	T2,T3	
		2.9 s	Vision and Goals for organisation	T2,T3		
			significance of goals for leaders – Charting vision and goals of Indian leaders and abroad.	T2,T3		
		2.10	Case study			
		3. STRATEGIC LEADERSHIP				
		3.1	Strategic Leadership: Leader Self	T1,T3		
	CO3: To determine the importance Leader Self management along with Developing creative thinking in the organisation.		management			
3		CO3: To determin	3.2	significance - Developing self esteem	T1,T3	
		3.3	balancing emotions – Interpersonal Leadership Skills	T1,T3		
			Praise – Criticise – Communicate	T1,T3	10	
		3.5	Leadership Assertiveness: Circle of	T1,T3	. 10	
		3.6	Leadership with Edification: Tools of edification	T1,T3		
		3.7	Leadership and creativity: Developing creative thinking	T1,T3		
		1	Developing creative uniking			



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		Principles of team building			
	3.9	individual versus Group versus Teams	T1,T3		
	3.10	Leadership and Integrity: Developing	T1,T3		
	2.11	character and values.			
	3.11	Case study	T		
CO4: Describe	and 4.1	4. CHANGE MANAGEMEN			
		Basics of Change Management	T1,T2		
	Basics of Change 1.2 Types of Change	Meaning, nature	T1,T2]	
Management,		T1,T2			
Meaning nature	and 4.4	change programmes	T1,T2		
Types of Change a		change levers	T1,T2	10	
ways for char		change as transformation	T1,T2		
programmes.	4.7	change as turnaround	T1,T2		
	4.8 value based change	value based change	T1,T2		
	4.9	Case study			
		5. MAPPING CHANGE			
	5.1	Mapping change: The role of diagramming in system investigation	T1,T2		
5	5.2 A review of basic flo	A review of basic flow diagramming techniques	T1,T2		
	5.3	systems relationships – systems diagramming and mapping	T1,T2		
CO5: Determine	5.4	Influence charts, multiple cause diagrams- a multidisciplinary approach	T1,T2		
role of diagrammi in syste investigation.(K4)	-	Systems approach to change: systems autonomy and behavior – the intervention strategy model – total project management model (TPMM)	T1,T2	10	
	5.6	Organization Development (OD): Meaning, Nature and scope of OD - Dynamics of planned change – Person-focused and role	T1,T2		
	5.7	focused OD interventions –Planning OD Strategy – OD interventions in Indian Organizations – Challenges to OD Practioners	T1,T2		

Total	10
Revision	10
CUMULATIVE PROPOSED PERIODS	60



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Text Boo	oks						
S.No.	AUTH	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION					
T1	Peter G	Peter G. Northouse, Leadership, 2010, Sage. Publication.					
T2	Uday I	Uday Kumar Haldar —Leadership and Team Building Oxford Higher Education 2010.					
T3	Richard L Hughes, Robert C Ginnett, Gordon J Curphy —Leadrship Tata Mc Graw Hill ducation Private Limited 2012.						
Referenc	e Books:			The second second second second second			
S.No.			ITLE, EDITION, PUBLISHER,				
R1		Pandey G.N. Environn	mental Management, Vikas Publishing House.				
R2 Sunda		Sundaram & Black, International Business Environment – The Text and Cases, Prentice Hall of India.					
R3 Ghosh PK., Busines		Ghosh PK., Busines E	nvironment, Sultan Chand & Sons, New Delhi				
Web Det	ails						
			book/pdf/lebs103.pdf				
			wayam2.ac.in/imb22_mg02/preview				
			Name	Signature with Date			
i.	Faculty		D. Haleena	- Jaluna			
ii.	Course Coordinator		D. Haleena	Halurer.			
iii.	Module Coordinator		Dr.O.V.A.M.Sridevi	Low.			
iv.	Programme Coordinator		Dr.G.Grace	400			

Principal