



C. U. SHAH UNIVERSITY

Wadhwan City

FACULTY OF: - MANAGEMENT STUDIES

DEPARTMENT OF: - Post Graduate Diploma in Hospital Management & Administration

SEMESTER: - I

CODE: - 5MS01POB1

NAME: – Principles of Management and Organizational Behavior

Teaching & Evaluation Scheme

Subject Code	Name of the Subject	Teaching Scheme (Hours)				Credits	Evaluation Scheme							
		Th	Tu	Pr	Total		Theory				Practical (Marks)			Total
							Sessional Exam		University Exam		Internal		University	
							Marks	Hrs	Marks	Hrs	Pr/Viva	TW	Pr	
5MS01POB1	Principles of Management and Organizational Behavior	3	0	0	3	3	30	1	70	3	---	---	---	100

Objective: To provide basic understanding to the students regarding working of the Hospitals through the principles of management.

Prerequisite: Students must have basic understanding of the terminology of management.

Course outline

Sr. No.	Course Contents	Number of Hours
	Principles of Management	
1	Management: Definitions, Concepts, Theories, Basic principles and Functions of Management.	3
2	Planning: Nature, Types, Purpose, Process, Forecasting, Planning Decisions, Setting Standards, Policy Making.	3
3	Organization : Nature, Purpose, Levels and Span, Delegation, Centralization v/s Decentralization, Authority, Responsibility, Accountability, Lines of Authority, Line of communication, organization in Health institutions.	3
4	Controlling: Nature, Purpose, Systems, Tools and Techniques.	2

5	Co-Ordination: Concept, Manager as a Co-coordinator.	2
6	Decision making : Concept, process , Types	2
7	Management by Objectives (MBO)	1
8	Time Management : Concept	1
	Organizational Behavior	
1	Directing: Nature, scope.	1
2	Motivation: Concepts, Purpose, importance. Need theories. Various approaches and Techniques to enhance Motivation.	2
3	Leadership and Supervision: Concept, Character and Significance of Leadership. An overview of Leadership styles. Manager as a leader. Concept and Role of Supervision. Tools of Supervision. Effective Supervision. Foundation of Good relationship.	3
4	Groups in Organization: Formal and informal Groups. Group Dynamics. Team working. Johri Window, Transactional Analysis.	2
5	Public Relations: Concept. Definition. Concept of Public. Role of Administration. Need of Public Relations. Public Relations as two way process. Method and Media. Consumer Satisfaction.	3
6	Application of Behavioral Sciences in Hospital Administration.	2
	Total Hours	30

Learning Outcomes

At the end of this course students will be able to:

Understand managerial functions like planning, organizing, controlling, co-coordinating and Decision making.

Have some managerial knowledge for planning, organizing, controlling and co-coordinating the Hospitals.

Teaching & Learning Methodology

- Lectures
- Role play
- Case Studies
- Class Participation

Books Recommended

1. 'Principles & Practice Of Management', L. M. Prasad , Sultan Chand & Sons, New Delhi
2. 'Management – Concept', Karminder Ghuman and K. Aswathapa, Tata McGraw Hill
3. 'Principles of Business Management', Gupta, Sharma and Bhalla , Kalyani Publications
4. 'Preventive and Social Medicine', Park and Park, Bhanot
5. 'Healthcare administration' S.L.Goel (3 Nol.), Jain Book Agency

E-Resources

1. http://www.ct.tamus.edu/departments/syllabi/summer2012/MGMT30112B_060412.pdf
2. <http://www.mindtools.com/pages/article/henri-fayol.htm>