



B. J. VANIJYA MAHAVIDYALAYA

(Autonomous) (Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from July – 2026

Master of Commerce (M. Com.) Semester – I

Course Type	Course Code	Course Title	Teaching-Learning Scheme	Total Notional Hours	Course Credits
			L-P-T		
DGE	P2B01NGCOM01	Management and Organisational Behaviour	3-0-1	120	04

Course Learning Outcomes (CLOs)

Upon successful completion of this course, students will be able to:

- CLO1:** Synthesize classical and contemporary management functions (Planning, Directing, Controlling) to develop effective decision-making frameworks for complex organizational environments.
- CLO2:** Appraise the design and efficiency of Management Information Systems (MIS) and coordination techniques to optimize organizational communication and control.
- CLO3:** Evaluate the impact of individual psychological factors—including personality theories, perception, and attitudes—on workplace behavior and organizational culture.
- CLO4:** Critique various leadership styles and motivational theories to formulate strategies that enhance employee engagement and mitigate dysfunctional conflict.
- CLO5:** Design effective negotiation and communication strategies to resolve interpersonal conflicts and facilitate productive workplace relationships.

Unit-wise Course Content and Pedagogies

Unit	Course Content	Learning Pedagogies*	Aligned CLO(s)
I	Introduction to Management • Concept of management, Features, Functions, Importance of management, Levels of management, Managerial roles and Skills • Planning- Types, Process • Decision making Concept, Decision making process, Principles of decision making, Types of decisions • Contemporary trends and issues in management	CL, CBL, SDL	CLO1
II	Directing, Coordination and Controlling • Directing- Principles, importance and process • Coordination-Need for coordination, Types of coordination, Techniques of effective coordination • Controlling- Process, Techniques • Management Information System-Meaning, Objectives, Importance, Factors, Types of information, Process	CL, PBL, ICT	CLO2
III	Introduction to Organisational Behaviour (OB)	CBL,	CLO3

	• Concept, Historical evolution of OB, Disciplines contributing to OB, Individual behaviour- Factors • Emotion and Moods, • Personality- theories, • Perception, Attitude • Learning- theories	RefP, S	
IV	Individual Behaviour • Motivation-Theories • Leadership- types, traits and styles • Communication- types, barriers and types of Behaviour • Conflict- Process • Negotiation- Bargaining strategies, Process	RP, Collaborative	CLO4, CLO5

(*) **Learning Pedagogies Acronyms:** CL: Classroom Lecture; CBL: Case-Based Learning; S: Seminars; PBL: Problem-Based Learning; ICT: ICT-Enabled Learning; SDL: Self-Directed Learning; RefP: Reflective Practices; RP: Role-Play; Collaborative: Group Tasks

- **Assessment Methodologies**

(A) Internal Assessment

a. Internal Formative assessment (30 Marks)

(a) Assignment and Terms work, Regularity, Seminar and Presentation

b. Internal Summative Assessment (20 Marks)

(b) Mid-term tests

(B) Weightage of Learning Efforts for External Assessment

Unit	Aligned CLOs	Total Learning Hours	Approximate weightage (Marks) to Learning levels (BT)			Total Marks
			Remember (R)	Understanding (U)	Application/ Analyse & above (A)	
I	CLO1	30	1	1	11	13
II	CLO2	32	1	1	10	12
III	CLO3	28	1	1	11	13
IV	CLO4, CLO5	30	1	1	10	12
		120	04	04	42	50

- **Assessment and Evaluation**

Sr. No.	Assessment/Evaluation	Component	Weightage (%)
1	Continuous Internal Evaluation	Seminars, Assignments, Quizzes, Class Regularity, Mid-term examination	50
2	End-Semester Examination	Written Examination	50

- **CLO – PLO Correlation Matrix**

(Scale: 3: Strong, 2: Moderate, 1: Low, 0: No Correlation)

CLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
CLO1	3	1	2	3	2	2	1	2	1	3
CLO2	3	2	2	3	2	2	1	1	3	2
CLO3	3	3	1	3	2	3	1	2	1	2
CLO4	2	2	1	3	3	2	1	2	1	3
CLO5	2	1	1	3	3	2	1	2	1	3

• **Suggested Learning Materials Books:**

Sr. No.	Title	Author(s)	Publisher
1	Principles of Management	T. Ramasamy	Himalaya Publishing House
2	Principles and Practice of Management	Prasad L.M.	Sultan Chand & Company
3	Organizational Behavior	Robbins, S. P., & Judge, T. A.	Pearson Education
4	MGMT	Chuck Williams & M.R. Tripathy	Cengage Learning
5	Management	James A. F. Stoner, R. Edward Freeman, Daniel R. Gilbert	Pearson Education

• **Online Resources and MOOCs**

Sr. No.	Description of Resource(s)	Weblink
1	Swayam/NPTEL: "Strategic Management" by Prof. Kalyan Chakravarti (IIT Kharagpur).	https://swayam.gov.in/
2	e-PG Pathshala (UGC): Dedicated modules on Business Policy and Strategic Intent.	https://epgp.inflibnet.ac.in/
3	Harvard Business Review (HBR): Access to classic strategy articles like "The Five Competitive Forces".	https://hbr.org/
4	Coursera (Audit Mode): "Strategic Management Specialization" by University of Virginia.	https://www.coursera.org/
5	National Digital Library (NDLI): Advanced research papers on "Corporate Strategy" and "M&A".	https://ndl.iitkgp.ac.in/