



**Lady Doak College**  
**AUTONOMOUS**

***1.1.2 Percentage of  
Programmes where syllabus  
revision was carried out during  
2015-2020***

# Lady Doak College, Madurai – 2

*(An Autonomous Institution Affiliated to Madurai Kamaraj University)*

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**  
Re-accredited (3<sup>rd</sup> cycle) by NAAC with Grade 'A'  
CGPA 3.44 on a 4 point scale



## HUMANITIES

ACADEMIC COUNCIL MEETING

3<sup>rd</sup> April, 2019

Revised copy

APPENDIX 'BB'

# Lady Doak College, Madurai

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

## 59<sup>th</sup> Academic Council Meeting

3<sup>rd</sup> April 2019, Dr. Betty Chinniah Multimedia Theatre

CHAIRPERSON: Dr. Christianna Singh  
Principal & Secretary

### A G E N D A

1. Prayer
2. Introductory Remarks - Chairperson
3. Confirmation of minutes of the 58<sup>th</sup> Academic Council Meeting held on 3<sup>rd</sup> April, 2018
4. Introduction of Programmes and Norms
  1. Tamil
  2. English
  3. History
  4. Social Sciences
  5. Economics
  6. Commerce
  7. Business Administration
  8. Mathematics
  9. Physics
  10. Chemistry
  11. Botany
  12. Zoology
  13. Biotechnology
  14. Computer Science
  15. Fashion Designing
  16. Psychology
  17. Centre for Entrepreneurship Development
  18. Value Based Course
  19. Curriculum Planning and Evaluation Cell
5. Concluding Remarks - Chairperson

*Z. Helen*  
DEANS OF ACADEMIC AFFAIRS

*Nirmma Elizabeth R*

*[Signature]*  
PRINCIPAL

## DEPARTMENT OF BUSINESS ADMINISTRATION

### PREAMBLE:

The present curriculum of Business Administration was reviewed and based on which it was found necessary to introduce a few change in the following courses.

An allied course **BAE3401AT BUSINESS ANALYTICS** is introduced in the III semester. The syllabus for the course **BAE5406CM OPERATIONS MANAGEMENT** is updated. The credits for certain courses have been revised for the purpose of adhering to the maximum limit.

In the Post Graduate Diploma in Human Resource Development (PGDHRD) a few changes in the following courses are made.

The syllabus for the course **PDH1106 ORGANISATIONAL BEHAVIOUR** is revised. **PDH1107 EMPLOYEE ASSISTANCE PROGRAM** is introduced in the place of PDH1103 Employee Counselling and **PDH2108 ORGANISATIONAL DEVELOPMENT** is introduced in the place of PDH2102 Training and Development. The evaluation pattern is also revised as per the college norms.

This change is implemented with effect from 2019 batch onwards. The course profiles along with the syllabi of the new and modified courses are presented. A revised evaluation pattern for PGDHRD has been brought forth.

### COURSE PROFILE

#### BACHELOR OF BUSINESS ADMINISTRATION

#### FROM 2018 BATCH ONWARDS

Sem.	Course Code	Course Title	Course Type	Hrs./Wk.		Credits	Passed in Academic Council	Offered to	Offered by	
				TH	LA					
III	BAE3505CM	MARKETING MANAGEMENT	TH	6	-	5	BA2018	SUBBA	BBA	
	<b>BAE3403CM*</b>	<b>MANAGEMENT ACCOUNTING</b>	TH	5	-	4		SUBBA	BBA	
	BAE3506CM	ORGANIZATIONAL BEHAVIOUR	TH	6	-	5	BA2018	SUBBA	BBA	
	<b>BAE3401CM*</b>	<b>HOSPITAL MANAGEMENT</b>	TH	5	-	4		SUBBA	BBA	
	<b>BAE3401AT</b>	<b>BUSINESS ANALYTICS</b>	LT	4	1	4		SUBBA	BBA	
	NON-MAJOR ELECTIVE				2	-	2			
	VBC0102FV / VBC0103FV / <b>UIV3101FI</b>	CIVIC EDUCATION / FAMILY LIFE EDUCATION / <b>CIVICS AND THE BIBLE</b>	TH	1	-	1	AV2014	ALLM / <b>SUCH</b>	<b>Centre for VE</b>	
	<b>TOTAL</b>		<b>30</b>		<b>27</b>					
IV	BAE4402CM	BUSINESS ETHICS	TH	4	-	4	AV2014	SUBBA	BBA	

## COURSE PROFILE

### PG DIPLOMA IN HUMAN RESOURCE DEVELOPMENT

From 2019 batch onwards

Sem.	Course Code	Course Title	Course Type	Hrs./Wk.		Credits	Passed in Academic Council	Offered to	Offered by
				TH	LA				
I	PDH1101	PRINCIPLES OF MANAGEMENT	TH	5		-	AZ-2017	PGDHRD	BBA
	PDH1102	HUMAN RESOURCE MANAGEMENT	TH	5		-	AZ-2017	PGDHRD	BBA
	PDH1105	RESEARCH METHODOLOGY	TH	4		-	AZ-2017	PGDHRD	BBA
	<b>PDH1106</b>	<b>ORGANISATIONAL BEHAVIOUR</b>	TH	5		-	-	PGDHRD	BBA
	<b>PDH1107</b>	<b>EMPLOYEE ASSISTANCE PROGRAMME</b>	TH	4		-	-	PGDHRD	BBA
		LIBRARY		7					
		<b>TOTAL</b>		<b>30</b>					
II	PDH2103	INDUSTRIAL RELATIONS AND LABOUR LAW	TH	5		-	AZ-2017	PGDHRD	BBA
	PDH2104	CORPORATE COMMUNICATION	TH	4		-	AZ-2017	PGDHRD	BBA
	PDH2105	IN-PLANT TRAINING	TR	5		-	AZ-2017	PGDHRD	BBA
	PDH2106	PROJECT	PR	6		-	AZ-2017	PGDHRD	BBA
	PDH2107	HUMAN RESOURCE DEVELOPMENT	TH	5			BA-2018	PGDHRD	BBA
	<b>PDH2108</b>	<b>ORGANISATIONAL DEVELOPMENT</b>	TH	5		-	-	PGDHRD	BBA
		<b>TOTAL</b>		<b>30</b>					

### PDH1106 ORGANIZATIONAL BEHAVIOUR

(THEORY)

**LEARNING OUTCOME:**

**5 hrs./ wk.**

On successful completion of the course, the student will be able to

- illustrate the challenges and opportunities in the field of OB
- describe the impact of behaviour on work, productivity, human performance, employment turnover, worker satisfaction and human management
- explain the need for culture and discuss the role for sustaining strong culture

## COURSE CONTENT:

### UNIT I: ORGANIZATIONAL BEHAVIOUR 10 hrs.

Organisational Behaviour: Models – Nature – Scope – Challenges and opportunities – Contributing disciplines to the OB field.

### UNIT II: STUDY OF INDIVIDUAL BEHAVIOUR 25 hrs.

**Perception:** Foundations of individual behaviour – Factors influencing Perception – Perceptual Process – Perceptual Errors / Distortions – Social Perception. **Personality:** Types – Traits – Personality Assessment – Holland theory of Personality. **Values and Attitudes:** Types of Values – Attitudes and Workforce Diversity. **Emotions:** Dimensions – Emotional intelligence – Emotional stability and instability. **Motivation:** Theories – Abraham Maslow's Theory, Herzberg's Two factor, David McClelland's ERG theory, Reinforcement theory, Equity theory.

### UNIT III: GROUP DYNAMICS 13 hrs.

Group vs. Teams – Formal and Informal Groups – Formation and development of Group – Group Behaviour Models – Group task performance – Group Decision Making – Teams – Purpose and Types.

### UNIT IV: CONFLICT MANAGEMENT 10 hrs.

Conflict Source – Process – Functional and Dysfunctional Conflict – Conflict Resolution Styles – Bases of power – Managing Politics.

### UNIT V: ORGANIZATIONAL CULTURE AND CLIMATE 17 hrs.

**Organisational Culture:** Functions – Creating and Sustaining Culture – Organizational Socialization – Need for Corporate Ethics. **Organisational Climate:** Organisational Culture Vs. Climate – Dimensions and determinants.

## TEXT BOOK:

Robbins, S.P. *Organizational Behaviour*. New Delhi: Prentice Hall, 2016. Print.

## REFERENCE BOOK(S):

Ashwatappa, K. *Organizational Behaviour*. Mumbai: Himalaya Publishing House, 2012. Print.

Khanka, S.S. *Organisational Behaviour*. New Delhi: S. Chand, 2013. Print.

Luthans, Fred. *Organizational Behaviour*. 12<sup>th</sup> ed. New Delhi: Tata McGraw Hill Publishing, 2011. Print.

Prasad L. M. *Organisational Behaviour*. 5<sup>th</sup> ed. New Delhi: Sultan Chand & Sons, 2014. Print.

Janakiram, B. *Training and Development. Indian Text*, New Delhi: Dream Tech Press, 2007. Print.

## PDH1107 EMPLOYEE ASSISTANCE PROGRAMME

(THEORY)

### LEARNING OUTCOME 4 hrs./wk.

On successful completion of the course, the student will be able to

- explain the importance of EAP in today's work environment
- design an employee engagement programme
- identify the workplace problem and propose appropriate therapy for counselling

## COURSE CONTENT

### UNIT I: INTRODUCTION TO EMPLOYEE ASSISTANCE PROGRAMME (EAP) 10 hrs.

Definition, Meaning, History of EAP – Rationale and Structures for EAP – Understanding

Occupational Psychology – Scope – Need for Employee Assistance Programme – Recent trends in EAP.

**UNIT II: EMPLOYEE ENGAGEMENT** **11 hrs.**

Introduction to Employee Engagement – Scope – Importance – Types – Contributing factors for employee engagement – Impact of strategic employee engagement programmes – Designing employee engagement programmes – Outcomes of Structured employee engagement – Challenges in Employee engagement programmes – Organisational engagement, –Trends and its Relevance in today's work environment.

**UNIT III: EMPLOYEE WELLBEING** **11 hrs.**

Introduction to Employee Wellbeing – Importance – Seven Dimensions of Well Being – Factors Influencing Employee Well Being – Challenges in Designing Wellness Programmes. Measuring Well Being – Improving Well Being – Building Healthy Workplace – Building Resilience – Happiness Evangelism – Recent Trends in Employee Well Being Activities at Workplace.

**UNIT IV: WORK PLACE PROBLEMS** **14 hrs.**

**Problem situations in work place** – Causes, Types – Deviant Behaviour – Chronic Absenteeism – Indiscipline – Sexual Harassment of Women Employees – Remedial Steps. **Mental Health Problems** – Nature – Types – Frustration and Stress – Interpersonal and Intra personal abuses – Disorders – Anxiety, Mood, Addictive and Psychotic.

**UNIT V: EMPLOYEE COUNSELLING AND EAP** **14 hrs.**

Counselling – Principles – Need and Objectives – Types of Counselling – Directive and Non-directive Counselling – Psycho Therapeutic Interventions – Rational Emotive Behaviour Therapy, Cognitive Behaviour Therapy, Reality Therapy and Family /Marital Therapy – Behaviour Modification Techniques. EAP and Counselling Process – EAP for Absenteeism, Alcoholism, Disability and Mental Health – EAP and Legal Services.

**TEXT BOOK(S):**

Gladding, Samuel T. *Counseling A Comprehensive Profession*. 6<sup>th</sup> ed. New Delhi: Dorling Kindersley Pvt Ltd, 2013. Print.

Men Linjuan Rita, Shannon A Bowen. *Excellence in Internal Communication Management*. New York: Business Expert Press, 2016. Print.

**REFERENCE BOOK(S):**

Carroll, Michael. *Workplace Counselling - A Systemic Approach to Employee Care*, London: Sage Publications, 1996. Print.

Mannion, Lawrence P. *Employee Assistance Programs: What Works and What Doesn't*. Santa Barbara: Praeger Publishers Inc, 2004. Print.

**e-BOOK(S):**

Shotlander, Jennifer. *An Introduction to Employee Assistance Programs*. Kindle ed. NetCE.2016.

## PDH2108 ORGANISATIONAL DEVELOPMENT

(THEORY)

### LEARNING OUTCOME:

5 hrs/ wk.

On successful completion of the course, the student will be able to

- describe the reasons and resistance to change
- design a training program as an OD intervention
- explain the factors influencing organisational effectiveness

### COURSE CONTENT:

#### UNIT I: ORGANISATIONAL CHANGE

17 hrs.

Organisational Change – Nature, Types, Reasons, Process and Principles of Change, Resistance to Change – Reasons and Overcoming Resistance to Change – Kurt Lewins Three Step Model – Change Agent – Types and Role.

#### UNIT II: ORGANISATIONAL DEVELOPMENT

16 hrs.

Characteristics – Objectives – OD Process – OD Intervention Techniques – Factors Influencing choice of an OD Intervention – Quality Circle – Quality of Work Life – Participation of Top Management in OD.

#### UNIT III: TRAINING INTRODUCTION

12 hrs.

**Learning** – Principles of Learning – Learning Theories: Social Learning, Operant and Classical Conditioning, Reinforcement Theory. **Training** – Need, Objectives, Opportunities and Challenges, Responsibility of Training – Training Schedule and Calendar – Training Methods – On the Job, Off the Job and Online Training – Training Outsourcing – Training Budget Allocation.

#### UNIT IV: DESIGNING TRAINING PROGRAM

20 hrs.

**Training:** Identification of Training Needs – Organisational Constraints, Developing objectives, Facilitation of learning, Facilitation of transfer – Training Methods – On the job, Off the job, Outbound, Online and e- Training -- Training Evaluation – Need, Kirk Patrick Model for Training Evaluation and Training Effectiveness. **Areas of Organizational Training:** Diversity Training, Team Training, Training and Equality, Safety Training; Sensitivity Training.

#### UNIT V: ORGANISATIONAL EFFECTIVENESS

10 hrs.

Factors influencing Organisational Effectiveness – Approaches to Organisational Effectiveness – Goal Approach, Behavioural Approach and System Approach

#### TEXT BOOK(S):

Nick Blanchard, Pand James Thacker, W. *Effective Training Systems, Strategies and Practices*. New Delhi: Pearson Prentice Hall, 2011. Print.

Robbins, S.P. *Organizational Behaviour*. New Delhi: Prentice Hall, 2016. Print.

#### REFERENCE BOOK(S):

Ashwatappa, K. *Organizational Behaviour*. Mumbai: Himalaya Publishing House, 2012. Print.

Khanka, S.S. *Organisational Behaviour*. New Delhi: S. Chand, 2013. Print.

Luthans, Fred. *Organizational Behaviour*. 12<sup>th</sup> edition. New Delhi: Tata McGraw Hill Publishing, 2011. Print.

Prasad, L. M. *Organisational Behaviour*. 5<sup>th</sup> edition. New Delhi: Sultan Chand & Sons, 2014. Print.

Reddy Rathan, B. *Effective Human Resource Training and Development Strategy*. Chennai: Imalaya Publishing House, 2010. Print.

Ramond Noe, A. *Employee Training and Development*. 5<sup>th</sup> edition. New Delhi: Tata Mc Graw Hill Education Private limited, 2012. Print.

Steve Truelove. *Training and Development Theory and Practice*. New Delhi: Jaico Publishing House, 2009. Print.