

PAPER- III(A) (4728 A)

ENTREPRENEURSHIP AND ORGANIZATIONAL BEHAVIOUR: PRINCIPLES AND PROCESSES

M.M:75 INTERNAL:25

- UNIT (A) The Concept of Entrepreneurship. The Rural Manager as an Entrepreneur : Role, Responsibilities and Challenges.
- UNIT (B) Managerial Function of an Entrepreneur: To Integrate various functions of an organization, Strategy formulation and Implementation.
- UNIT (C) Case Method of Learning, Systematic Frameworks for Managerial Decision making, Development of Alternatives, Bias in decision making, Improving effectiveness of problem solving and decision making.
- UNIT (D) Basic dimensions of Organizations and Analyzing Organizations, Theories of Organization/Management, Classical and Behavioral.
- UNIT (E) Introduction to Organizational Development.
- Organizational Culture and Organizational Change, Nature and Scope of Direction and Motivation, Leadership.

Books Recommended:

- Haynes .W. : Management and Organization, New Central Book Agency, Calcutta.
- Banerjee, Shyamal : Principles and Practices of Management, Oxford & IBH, New Delhi.
- Banerjee, R.N : Organizational Behavior, New Central book Agency.
- Diwan Parag and L.N. Aggarwal : Management Principles and Practices.
- French, W.L. : Organizational Development.
- & Cecil H. Bell