

## BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
<b>BSCS-410</b>	<b>Organizations and Organizational Behavior</b>	<b>3</b>	<b>VII</b>
Year	Discipline		
<b>4</b>	<b>Communication Studies</b>		

### Course Contents

Concept, types, structure and characteristics of management and organizations. Functions of managers, functions of organizations. Group and intergroup communication. Inter and intra organization communication. Barriers. Improving organizational communication. Private ownership vs. Public ownership. Personnel management. Executive, editorial, production, circulation and advertising personnel, financial administration of the media.

### Practical:

Each student will be required to identify & make a detailed study of Communication process in an organization.

### Recommended Books

- Communicating at Work, Ronald B. Adler, McGraw Hill, New York 5th ed. 1996.
- Small Group Communication Theory and Practice, Robert S. Catchcart, Larry A. Samovar and Linda Hieznaman, Brown Benchmark Publishers, Madison, 1996.
- Organizational Behaviour, Robert P. Vecchio. The Dryden Press, Fortwarth, 3rd. 1995.
- Organizational Communication, Peter K. Manning, Aldine De Gruyter, New York. 1992.
- Organizational Architecture, David A. Nadler, Marc S. Gerstein, Robert B. Shaw, Jossey Bass Publishers, San Francisco. 1992.
- Communication, A. Managerial Perspective Jane Whitney Gibson, Richard M. Hodgetts, harper Collins Publishers. 1991.
- Inside Organizational Communication, Carul Renss and Donn Silvis (eds) Longman, New York. 1985.
- Organizational Communication, Howard H. Green Baun (all volumes), Sage Publication, London. 1983.
- Mangement –A Global Prespective, 10th ed. Weihrich and Koontz, McGraw Hill, New York, 1994.
- Telecommunication Management, Barry L. Sherman, McGraw Hill, New York. 1995.
- Strategic Newspaper Management, Conrad C. Fink, Southern Illinois University Press, Carbondale, 1988.
- Electronic Media Mangement, 2nd ed. Peter K. Pringle, Focal Press, London. 1991.
- Managing Media Organization, John M. Lavine, Longman, New York.1988.
- Perosnnel – The Management of People At Work, Dale S. Beach, MacMillan Publishing Co.