

B.B.A Semester – III

Organizational Behaviour

Objective of the Course structure: The course is structured in such a way that after understanding the importance of human resources management in an organisation, it is also important to understand human behavior in any system. When an individual enters an organization, his/her behavior as an individual in response to the new environment needs to be understood. Also his behavioural responses in a group are important, since an organisation is nothing but a group of individuals working together to achieve objectives. Finally his responses to the culture and systems of the organisation are again significant aspects.

Unit 1: INTRODUCTION

Introduction to Organisational Behaviour, the OB Model, Roles of Manager in OB, Challenges and Opportunities for OB

Unit 2: THE INDIVIDUAL

Foundation of Individual Behaviour: Concepts of Motivation, Personality, Values,

Unit 3

Attitudes, Perception, Learning, Individual Decision-Making and Problem-Solving.

Unit 4: THE GROUP

Foundation of Group Behaviour: Concepts related to Communication, Leadership, Power and Politics, Work Teams and Group Dynamics, Transaction Analysis, Johari Window Model

Unit 5 :THE ORGANISATION

Foundation of the Organisation: Concepts related to Organisation Structure, Organization Culture , Organization Change &Development, Organizational Conflict and Discipline

Suggested Reading:

Organizational Behavior – Stephen P. Robbins, Timothy A.Judge, SeemaSanghi

Organisational Behaviour – L M Prasad

Organizational Behavior, Human Behavior At Work – John W Newstorm

Management &Organisational Behaviour – Laurie J Mullins