

I.K.G. Punjab Technical University
BBA Batch 2018
BBA 301- Organizational Behaviour

Course Objective: This course emphasizes the importance of human capital in the organizations of today. It gives an insight to the students regarding individual and group behaviour in any organization.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1- To explain the basics of Organizational behaviour and various challenges for OB.

CO2- To illustrate the foundations of Individual Behaviour and various factors influencing individual behaviour viz. learning, personality, perception, attitude and motivation.

CO3: To examine the dynamics of group development and group properties.

CO4: To understand various dimensions of organisational culture.

CO5: To analyse the process of conflict management and approaches to stress management.

Unit I

Introduction: Meaning of organizational behaviour and its relevance in today's business environment, contributing disciplines to Organization Behaviour, challenges and opportunities for OB.

Individual behaviour in organization: Foundations of individual behaviour, Factors influencing Individual Behaviour.

Learning: Meaning, characteristics and theories: Classical conditioning theory, operant conditioning theory, social learning theory, behaviour modification.

Unit II

Perception: Nature, importance, perceptual process, factors influencing perception, perceptual errors.

Attitude: Meaning, importance, components and types of work related attitude.

Personality: Meaning, determinants of personality, personality traits.

Motivation: Meaning, types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.

Unit III

Group behaviour in organization: Group dynamics, Types of groups, Group development, theories of group development, Group norms and roles, Group cohesiveness,

Work Teams: Meaning, characteristics, types of team, Creating effective team.

Leadership: nature, leadership styles, Leadership theories: trait theory and behavioural theories.

Unit IV

Conflict Management: Meaning, types and sources of conflict, Process of conflict management, approaches to conflict management.

Stress management: sources of stress, approaches for stress management.

Organizational culture: meaning, concept, types of culture, dimensions of organizational culture.

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Suggested Readings/ Books:

- ▮ Robbins, *Organization Behaviour*, Pearson Education Asia
- ▮ Luthans, *Organization Behaviour*, Tata McGraw Hill
- ▮ Newstrom, *Organizational Behaviour: Human Behaviour at Work*, Tata McGraw Hill
- ▮ L.M. Prasad, *Organisation Behaviour*, Sultan Chand
- ▮ Parikh, Gupta, *Organisational Behaviour*, Tata McGraw Hill
- ▮ Aswathappa, *Organization Behaviour*, Himalaya