

17BB307-ORGANIZATIONAL BEHAVIOUR

Course Description and Objective:

The course provides a basic knowledge of various dimensions of human behavior. This will form the foundation to study and to understand the behavior of the human beings working in organizations. Students will learn nature and scope of OB, Perceptual process, important aspects of personality and attitude, group dynamics and effects of stress and issues of conflict management.

Learning Outcomes

By the end of this course it is expected that the student will be able to:

1. Understand nature and scope of OB
2. Perceptual process
3. Important aspects of personality and attitude
4. Group dynamics and effects of stress
5. Issues of conflict management

UNIT-I

- 12 Hrs

Nature of OB: Nature and scope of OB - contributing disciplines to OB - Environmental and Organizational context of Organizational Behaviour.

UNIT-II

- 12 Hrs

Perception - Process: Individual and Organizational factors that influence perceptual process. Role of perception in managerial activities and organizational processes.

UNIT-III

- 12 Hrs

Personality and Attitudes: Personality as continuum – Meaning of Personality – Johari window and Transactional Analysis Nature and Dimension of Attitudes.

UNIT-IV

- 12 Hrs

Group Dynamics: The Nature of groups. Kinds of groups – Stages of Group Development – Factors Contributing to Groups Cohesiveness - Meaning & types of stress – Effect of Stress – Strategies of cope with stress

UNIT-V

- 12 Hrs

Conflict Management: Nature of conflict – Dynamics of Conflict – Conflict resolution modes – approaches to conflict management – sources of conflict in organization.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Survey on resistance to changing policies in The Banking Sector, The IT Sector
2. Undertake a study to find out the various non-financial incentives used to motivate employees.
3. A study in job enrichment and factors contributing to absenteeism and employee turnover in any industry of your choice.
4. Analyze the characteristics and components of attitudes.
5. Perform a study on the determinants of personality of a group of individuals.
6. Analyze the organizational culture and climate in the BPO industry.
7. Conduct a study on the reasons for attrition in the BPO industry.

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Text Books:

1. Luthans, Fred,” Organizational Behaviour”, 10/e, THM, 2007.
2. Robbins, P Stephen, Timotny A judge, “Organization Behaviour”, 12/e, PHI, New Delhi, 2007.

Reference Books:

1. Organisation Behaviour by Nelson
2. Schermerhorn: Organisation Behaviour, Wiley, 9/e, 2005.
3. Organisational Behaviour by Aswathappa