

ST.JOSEPH'S COLLEGE FOR WOMEN(AUTONOMOUS), VISAKHAPATNAM

SEMESTER: III

BBA

TIME:6HRS/WEEK

ORGANIZATIONAL BEHAVIOUR

Marks :100

Objective: To inculcate the knowledge on behavioral aspects and various theories of Organizations among the students.

MODULE I: Definition, scope and Importance of to the field of management, approaches to Organizational behavior, historical perspectives of organizational behavior (Case Study)

MODULE II: Foundations of Individual behavior; motivation: definition, theories of motivation: Abraham maslow's theory, McGregor theory, Herzberg's two factor theory; Learning: types of learners, the learning process, Learning theories; Perception: importance, factors influencing perception; Attitudes, Values and Belief (Case Study)

MODULE III: Group behavior: key group concepts; Group dynamics-group formation, types of groups, group norms, group cohesiveness, group conflicts, group decision making technique (Case study)

MODULE IV: Organizational conflict: manifestations of organizational conflict, management of conflicts and organizational performance, Interventions of understanding behavior- Transactional analysis and Johari window(Case study)

MODULE V: Leadership: Concept, Leader vs Manager, Leadership theories- Trait theories, Behavioral theories and Contingency theories, Leadership styles.(Case study)

References:

1. Organizational behaviour, Stephen Robbins
2. Organizational behaviour, Fred luthens
3. Aswatthappa K , Organizational behavior,Himalaya Publications
4. Neraj Kumar, Organizational behavior,Prentice Hall
5. Moorhead & Griffin,Introduction to Organizational Behavior

