

2.5 ORGANISATIONAL BEHAVIOUR

OBJECTIVE: To enable the students to understand the Organizational Behavior and Organizational Change.

Unit 1: ORGANIZATIONAL BEHAVIOUR

Organization - Meaning and significance - The study of organization behaviour - Definition - Scope and Application in Management - Contributions of other disciplines - Organizational structure, challenges facing management, Emerging Organizations. **04 Hours**

Unit 2: PERCEPTION AND ATTITUDES

Meaning - Need - Perceptual Process - Perceptual Mechanism - Factors influencing perception - Interpersonal perception. **10 Hours**

Meaning - Characteristics of Attitudes - Components of Attitude - Attitude and Behaviour Attitude formation and Measurement of Attitudes

Unit 3: LEARNING AND BEHAVIOUR MODIFICATION

Principles of learning & Reinforcement - observational learning - Cognitive learning - Organizational Behaviour Modification - Steps in Organizational behaviour Modification process - Organizational Reward Systems **06 Hours**

Unit 4: PERSONALITY

Determinants of Personality - Biological factors - Cultural factors - family and Social Factors - Situational factors - Personality attributes influencing OB, Interactive Behaviour and Interpersonal Conflict. **06 Hours**

Unit 5: GROUP DYNAMICS & LEADERSHIP

Meaning - Types of Groups - Functions of small groups - Group Size Status - Managerial Implications - Group Behaviour - Group Norms - Cohesiveness - Group Think, Formal and Informal Leadership Characteristics Leadership Styles - Autocratic / Dictatorial Democratic / Participative, Free reign/Laissez faire Leadership Styles & Management Activities, Interpersonal Communication. **12 Hours**

Unit 6: ORGANIZATIONAL CHANGE

Meaning - Nature of work change - Pressure for change - Change process - Types of change - Factors influencing change - resistance to change - overcoming resistance Organizational Development - different techniques. **12 Hours**

SKILL DEVELOPMENT

- Meaning of job enrichment and list the reconcilements of job enrichments
- Characteristics of attitudes and components of attitudes - A brief explanation
- List the determinants of personality