ST. JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

III SEMESTER   **BBA** TIME:4HRS/WEEK

BBA-Ma2-3101(4) **ORGANIZATIONAL BEHAVIOUR** MARKS:100

w.e.f 2024-2025 (23AK Batch) **SYLLABUS**

**COURSE OBJECTIVES:**

* To understand individual and group behaviour at work place to improve the effectiveness of

an organization.

* To understand different types of personality and learning styles.
* Comprehend concepts relating to group dynamics and conflict management.
* To understand leadership and its impact on group dynamics.
* To understand the process of Change management and issues involved in it.
* To understand organizational culture and organizational effectiveness.

**COURSE OUTCOMES:** The students will be able to:

* CO1:Identify and develop the concepts of organizational behaviour.(L3)
* CO2: develop the foundations of individual behavior the learner will be able to execute desired work place behavior.(L3)
* CO3: analyse the group dynamics and improves decision making in groups and thereby performs well in team building.(L4)
* CO4: inspect the application of transactional analysis and enriches the behavior.(L4)
* CO5:classify the sources of knowledge to resolve organizational conflicts.(L4)

**UNIT-I: ORGANIZATIONAL BEHAVIOR:**

Organizational behaviour- Meaning, significance, evolution. Factors influencing organizational behaviour- Perception – concept and process of perception, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Concept of Learning and theories of learning.

**UNIT-II: GROUP DYNAMICS:** Meaning of groups and group dynamics, Stages in the Formation of groups, Characteristics andTypes of groups. Factors influencing group effectiveness- Group cohesiveness, Group decisionmaking. Teams-Groups Vs Teams , Types of teams. Conflicts in groups- reasons for conflicts,Management of Conflict- application of Transactional Analysis, Johari Window.

**UNIT-III: LEADERSHIP:** Definition and Concept of Leadership, importance of Leadership, characteristics of an EffectiveLeader. Styles of Leadership, Managerial Grid, Leadership Continuum. Theories of Leadership.Impact of Leadership on effectiveness of groups.

BBA-Ma2-3101(4)::2::

**UNIT – IV: MANAGEMENT OF CHANGE:**

Meaning and importance of Change, Factors driving organizational change. Response to change, role of Change Agents. Resistance to Change – Reasons for Resistance, dealing with resistance to change. Organizational Development – Significance and process of OD.

**UNIT – V: ORGANIZATIONAL CULTURE:**

Concept of Organizational Culture, Significance of understanding organizational culture, Distinction between organizational culture and organizational climate. Factors influencing Organizational Culture. Organizational Effectiveness- Indicators of organizational effectiveness, achieving organizational effectiveness. Organizational Power and Politics.

**REFERENCE BOOKS:**

1. Robbins, P.Stephen - Organizational Behaviour-Concepts, Controversies & Applications -

Prentice Hall of India Ltd., New Delhi.

2. Luthans Fred – Organizational Behaviour - McGraw Hill Publishers Co. Ltd., New Delhi,

3. Rao, VSP and Narayana, P.S. - Organization Theory & Behaviour - Konark Publishers Pvt. Ltd., Delhi.

4. Prasad, L.M - Organizational Theory & Behaviour - Sultan Chand & Sons, New Delhi

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