

**BBA Sem.-III
Syllabus
June 2012**

Uka Tarsadia University

FUNDAMENTALS OF ORGANIZATIONAL BEHAVIOR

Core Course

52 Hours Theory – 4 Credits

Course Code: 030030302

Total No. of Units: 4

Course Objective:

To acquaint students with basics concepts of Organizational Behaviour.

Course Outcome:

Students will develop a sense of empathy while dealing with people in organizational context.

	SECTION-I		No. of Hours. Required
Unit-1 [Weightage 25%]	Introduction [Total Hours- 13]		13
	1.1	Meaning and Concept of Behaviour	
	1.2	Determinants of Behaviour	
	1.3	Significance of Knowledge of Behaviour to a Manager	
	1.4	Meaning and Concept of Individual Differences	
	1.5	Definition and Meaning of Organizational Behaviour. Foundations of Organizational Behaviour.	
	1.6	Challenges of Organizational Behaviour <ul style="list-style-type: none"> • Respond Towards Globalization • Managing Work Force Diversity • Improving Quality and Productivity • Stimulate Innovation and Change • Coping with Temporariness • Working/ Managing Virtual Organizations • Dealing with Changed Employee Expectations • Helping Employees Balance work/life Conflicts • Improving Ethical Behaviour • Improve Productivity and efficiency • Overcome the Problem of Turnover and Absenteeism 	
Unit-2 [Weightage 25%]	Perception [Total Hours- 13]		13
	2.1	Definition, Meaning and Concept of Perception	
	2.2	Social or Interpersonal Perception	
	2.3	Perceptual Process, Perceptual Selectivity	
	2.4	Managerial Application of Perceptual Selectivity <ul style="list-style-type: none"> • By Training Managers, Marketing Managers and Safety Officers 	
	2.5	Perceptual Organization	
	2.6	Process of Interpreting	
	2.7	Measures for Improving Perceptual Skills	
	2.8	Significance of Perception to Managers	

	SECTION-II		No. of Hours. Required
Unit-3	Attitude		
	[Total Hours- 13]		
[Weightage 25%]	3.1	Meaning and Concept of Attitude	13
	3.2	Components of Attitude: Cognitive, Affective, and Behaviour Characteristics of Attitude	
	3.3	Importance of Attitude in Organisation	
	3.4	Barriers to Attitude Change	
	3.5	Ways of Changing Attitude	
Unit-4	Personality		
	[Total Hours- 13]		
[Weightage 25%]	4.1	Definition and Concept of Personality	13
	4.2	Determinants of Personality	
	4.3	Major Personality Attributes Influencing OB <ul style="list-style-type: none"> • Locus of Control, Machiavellianism, Self Esteem, Self-Monitoring and Risk Taking 	
	4.4	Significance of Concept of Personality to Managers	
	4.5	Personality type <ul style="list-style-type: none"> • Type A personality, Type B personality and Proactive personality 	

Text Book:

1. Aswathappa, K. *Organisational Behaviour*. New Delhi: Himalaya Publishing House, 2005.
2. Robbins, Stephen P. *Organizational Behaviour*. New Delhi: Prentice Hall of India, 2007.