

Veer Narmad South Gujarat University

ORGANISATION BEHAVIOUR-II

S.Y. B.B.A., Semester 1V

Effective from December 2012

Objectives

- To make the students understand why human beings react as they do and the importance of behaviour in shaping the personality.
- To help develop a sense of empathy while dealing with people for organizational excellence.
- To help develop credibility and transparency when two or more persons communicate with each other.
- To mould the young people at appropriate age to transform them into good citizens.

Pedagogic Tools

Lecture, Case Study, Group Discussion, Role play, Practical Exercises, Presentation and Assignment

Syllabus and Teaching Schedule

1. ATTITUDE: **40%**
 - Concept & meaning of attitude
 - Factors affecting formation of attitude
 - Types of job attitude
 - Characteristics of attitude
 - Functions of attitude
 - Attitude, values and behaviour

2. GROUP DYNAMICS: 30%

- Concept and Meaning
- Process of Formation of Groups
- Types of Groups
- Usefulness of Groups in Organisation
- Pitfalls of groups
- Determinants of group behavior
- Group Structuring (leadership, roles, cohesiveness, size, norms, tasks, status congruence)
- Difference between groups and teams

3. CONFLICT MANAGEMENT: 30%

- Concept and Meaning
- Process Development of Conflict
- Ego States (Transaction Analysis)
- Levels of Conflict
- Conflict Resolution
- Managerial Implication

Case Study, for all Topics

SUGGESTED TEXT BOOK: Organisational Behaviour
K.Ashwathappa Himalaya Publishing
House

BOOKS FOR REFERENCE:

1. Organisational Behaviour L.M.Prasad Sultan Chand and Sons
2. Organisational Behaviour Stephen Robbins Pearson Education
3. Organisational Behaviour Hellriegel, Slocum, South Western Publication
Woodman
4. Organisational Behaviour S.S. Khankha S. Chand & Co.

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| 5. Organisational Behaviour | Fred Luthans | McGraw Hill International |
| 6. Organisation Behaviour | Angelo Kinicki &
Robert Kreitner | Tata Mc Graw Hill |
| 7. Behaviour In Organisations | Jerald Greenberg &
Robert Baron | PHI |
| 8. Organisational Behaviour
(Text & Cases) | Uma Sekaran | The Mc Graw Hill Company |
| 9. Organisational Behaviour | Suja Nair | Himalaya Publishing House |
| 10. Organisational Behaviour | V.S.P. Rao | Excel Books |
| 11. Organisation Behaviour | Stephen Robbins,
Timothy Judge &
Seema Sanghi | Pearson Education |
