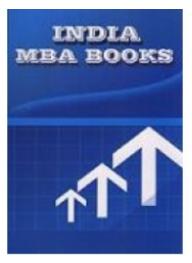
ORGANISATIONAL BEHAVIOUR



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2.5 ORGANISATIONAL BEHAVIOUR

OBJECTIVE:

The objective is to enable the students to understand the Organizational Behaviour, and

Organizational

Change and dynamic of groups.

disciplines to OB-Emerging issues in Organizational Behaviour.

Unit 2: PERSONALITY, PERCEPTION AND ATTITUDES

Personality : Meaning - Determinants of Personality - Biological factors - Cultural factors - Family and

Social Factors - Situational factors -Personality attributes influencing OB, Interactive Behaviour and

Interpersonal Conflict.

Perception : Meaning - Need - Perceptual Process - Perceptual Mechanism - Factors influencing

perception.

Attitude: Meaning of Attitude - Characteristics of Attitude - Components of Attitude - Attitude and

Behaviour – Attitude formation, change in attitude and barriers to attitude.

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

Unit 4: GROUP DYNAMICS

Meaning - Types of Groups - Functions of small groups - Group Size Status - Managerial Implications –

Group Behaviour - Group Norms - Cohesiveness - Group Think,

Unit 6: ORGANIZATIONAL CHANGE AND DEVELOPMENT

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-Meaning and different types of OD interventions

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