

# ORGANISATIONAL BEHAVIOUR



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**ORGANISATIONAL BEHAVIOUR**

## **Description**

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### **ORGANISATIONAL BEHAVIOUR**

**Unit-1** The Study of Organizational Behaviour: Focus and Purpose, Nature, Scope and Development, OB Models and Models of Man.

**Unit-2** Personality:Determinants of Personality, Theories of Personality, Individual Difference, Matching Personality and Jobs, Personality and Organization, Perception: Meaning, Perceptual process, perception and O B

**Unit-3** Learning and Behaviour Modification:Learning process, Theories of Learning, Attitude - Characteristics and Components of Attitude, Attitude and Behaviour, Attitude Formation, Measurement of Attitude, Attitude and Productivity

**Unit-4** Motivation:Nature of Motivation, Motivation Process, Theories of motivation; Need Priority Theory, Theory X and Theory Y, Two Factor Theory, E R G Model, Limitations and Criticisms of Motivation Theories.

**Unit-5** Leadership:Importance, Functions, Style, Theories of Leadership, Types. Communication:Importance of communication, communication Process, Barriers to Communication, Steps for improving Communication, Transactional Analysis