

BBA-303 ORGANISATIONAL BEHAVIOUR



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Short Description

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Description

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Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

RATING OF BOOK: EXCELLENT

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ORGANISATIONAL BEHAVIOUR

Objective : The students are made to understand management and its behavior which are essential to guide large and small, profit and non-profit organizations.

Module I : Organizational Behavior : Meaning, Discipline Contributing to O. B., Role of O.B.

in business organizations. Learning,

Module II : Perception : Nature and Importance, Personality : Meaning, characteristics, determinants.

Module III : Motivation : Primary and secondary motives, Theories of motivation : Content and process-theories - Vroom's expectancy theory. Alderfers ERG Theory, Mc Clelland's Need Theory.

Group Dynamics : Theories of groups, group norms and roles.

Module IV : Leadership : Leaders versus Managers, Theories of leadership : Trait theory, behavioral theory, Fiedler's contingency theory. Leadership styles.

Module V : Individual Processes : Personality, values, attitudes, perception, learning and motivation

Module VI : Management of Conflicts & Power : Reasons and types of conflicts.

Management of Interpersonal conflicts and organizational conflicts.

Module VII : Power : Meaning of Power, Source of power, Implications for performance and satisfaction.

Module VIII : Organizational Change : Major forces of change. Resistance to change. Process

of change. Developing support for change, Change Model.

Module IX : Team Processes – Interpersonal communication, group dynamics, teams and teamwork, decision making, conflict and negotiation in workplace, power and politics

Module X : Organizational processes – Elements of organization structure, organizational structure and design, organizational culture, organizational change

Module XI : Group Behaviour : Concept of Group and Group Dynamics; Types of Groups;

Formal and Informal Groups;

Module XII : Stages of Group Development : Theories of Group Formation; Group Norms,

Group Cohesiveness;

Module XIII Groups : Group Think and Group Shift. Group Decision Making; Inter Group Behaviour;

Module XIV : Team Development : Concept of Team Vs. Group; Types of teams; Building

and managing effective teams.

Module XV : Interpersonal Behaviour : Johari Window; Transactional Analysis – ego states,

types of transactions, life positions, applications of T.A.

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