

GUJARAT TECHNOLOGICAL UNIVERSITY

INTEGRATED MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – 3) (W.E.F. Academic Year 2018-19)

Subject Name: Organizational Behaviour (OB)

Subject Code: 2537102

1. Learning Outcomes:

- Understand the interdependencies of human behaviour and the organizational effectiveness.
- Equipping the students with the ability to observe, understand and analyze the behaviour within the organizational context
- Developing basic skills to deal with the ongoing behavioral dynamics and shall be able to understand effectively the organizational Culture resulting in increased efficiency.

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	<u>INTRODUCTION TO OB</u> Definition, Meaning; Scope and application in Management; Contribution of other disciplines to OB; Emerging issues in OB, Model of OB,	06	14
II	<u>INDIVIDUAL AT WORKPLACE</u> <ul style="list-style-type: none">• Personality: Meaning; Determinants; Personality attributes influencing OB• Perception: Meaning; Perceptual Process; Factors influencing perception• Attitudes and Values: Meaning and Characteristics, Attitude formation; Attitude & Behaviour; Values and Beliefs• Understanding Human Motivation at Work: Concept of Reinforcement, Motivational Theories• Transactional Analysis: Concept and Theory	16	21

III	<p><u>GROUP DYNAMICS & INDIVIDUAL BEHAVIOUR</u></p> <ul style="list-style-type: none"> • Group: Concept of Groups and Teams, Types; Features; Stages of Formation • Conflict: Types; Process and Conflict Management; • Stress and Negotiation • Leadership: Concept and Theories: Behavioural, Situational, Contingency; Styles; and Managerial Grid 	12	21
IV	<p><u>ORGANIZATIONAL CULTURE AND CHANGE</u></p> <ul style="list-style-type: none"> • Organizational Culture: Meaning; types • Organizational Change: Need, Process; Resistance to change; Organizational Development: Concept • OCTAPACE Culture: Concept; Dimensions 	06	14
V	<p>Practical</p> <p>Students are assigned to work on organizational issues and prepare a small project on individual Role Model, Leadership Styles, Organizational study on Monetary and Non- Monetary Motivation given to their employees at all levels. Making students understand Group Dynamics by assigning group & team building exercises.</p>		30 marks CEC

4. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Continuous Evaluation Component comprising of Projects/Assignments/Quiz/Class Participation/Class test/Presentation on specific topic etc	(Internal Assessment-50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Stephen Robbins	Organizational Behavior	Pearson Education	13 th or Latest Edition
2	K. Aswathappa	Organizational Behaviour	Himalaya Publishing House Pvt. Ltd.	Latest Edition
3	Margi Parikh & Rajan Gupta	Organizational Behavior	McGraw-Hill	2010 / Latest Edition
4	Udai Pareek	Understanding Organizational Behavior	Oxford University Press	2nd Ed, Latest
5	Fred Luthans	Organizational Behavior	McGraw-Hill	Latest Edition
6	Gregory Moorhead & Ricky W. Griffin	Organizational Behaviour	Jaico Publication	Latest Edition
7	Niraj Kumar	Organizational Behaviour	Himalaya Publishing House Pvt. Ltd.	Latest Edition
8	PG Aquinas	Organizational Behaviour	Excel Books	Latest Edition
9	Debra L. Nelson & James C. Quick	Organizational Behaviour	Cengage Learning	5 th Edition
10	Mirza Saiyadain, J. S. Sodhi and Rama J. Joshi	Case in Organization Behaviour and HRM	Tata McGraw-Hill	Latest Edition
11	Robert Kreitner and Angelo Kinicki	Organizational Behaviour	Tata McGraw-Hill	Latest Edition
12	S. S. Khanka	Organizational Behaviour	Vikas Publishing	Latest Edition
13	Kavita Singh	Organizational Behaviour	Pearson Edition	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals/Periodicals/Magazines/Newspapers, etc.

1. Harvard Business Review
2. Management Review
3. Business Standard/Economic Times/Financial Times/ Financial Express