

Veer Narmad South Gujarat University

**ORGANISATION BEHAVIOUR - I**

S.Y. B.B.A., Semester 111

Effective from June 2012

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**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

**Course Content**

**Ch.**

**No. Chapter Name and Topics**

**Weightage**

**1. INTRODUCTION:**

- Definition and concept of Organisation Behaviour
- Importance of Organisation Behaviour
- Contributing disciplines to Behavioural Science
- Shortcomings of OB
- Contextual perspectives of OB

**20%**

**2. PERCEPTION: 40%**

- Meaning and Definition
- Sensation vs. perception
- Perception Process
- Factors affecting Perception
- Perceptual Distortion
- Perception and Organisation
- How to improve perception

**3. MOTIVATION :Theories & Principles: 20%**

- Nature of motivation
- Importance of motivation
- Theories of motivation-( Early theories & content theories in detail, a brief view of process theories)

**4. PERSONALITY 20%**

- Concept of Personality
- Determinants of Personality
- Personality Traits
- Personality and Behaviour

**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, Woodman South Western Publication

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|-----------------------------------------------|-----------------------------------------------------|---------------------------|
| 4. Organisational Behaviour                   | S.S. Khankha                                        | S. Chand & Co.            |
| 5. Organisational Behaviour                   | Fred Luthans                                        | McGraw Hill International |
| 6. Organisation Behaviour                     | Angelo Kinicki &<br>Robert Kreitner                 | Tata Mc Graw Hill         |
| 7. Behaviour In Organisations                 | Jerald Greenberg &<br>Robert Baron                  | PHI                       |
| 8. Organisational Behaviour<br>(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,<br>Timothy Judge &<br>Seema Sanghi | Pearson Education         |

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