

GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/

OPEN ELECTIVE COURSES - 5

BBA(Digital Marketing) Semester III

UGOE301: Organizational Behaviour

Course objective: - To help students understand individual and group behavior in organizations and apply this knowledge to improve organizational effectiveness.

Syllabus & Detailed Contents

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Unit	Content	Hours/ Weightage
Unit 1:	Organizational Behaviour: Concepts and Determinants; Relationship between Management and OB; Emergence of OB; Hawthorne Study; Contributing disciplines of OB; OB models.	10/25%
Unit 2:	Foundations of Individual Behaviour; Personality - Type A/B, Big five personality types, factors influencing personality; Attitude - concept, components, job related attitudes; Learning: concept, theories and reinforcement; Perception and emotions- concept, perceptual process, factors influencing perception, perceptual errors and distortions; Beliefs and values - concept and types: terminal values and instrumental values.	12/25%
Unit 3:	Group Behaviour and Organizational Processes: Group Dynamics - Definition, types of groups, stages of group development, group norms, roles, cohesiveness, and decision-making in groups. Teamwork - Characteristics of effective teams, difference between groups and teams. Conflict - Concept, types, causes, and consequences; Conflict management styles and strategies. Power and Politics - Concept of power, sources and types of power; Organizational politics - concept and implications.	12/25%
Unit 4:	Contemporary Issues of Business Organizations Emerging Issues and Challenges; Innovation in Organizational Design; Learning Organizations, Workforce Diversity, Franchising, Outsourcing, and E-commerce; Government and business interface; Sustainability; Digitalization and Technological innovations.	11/25%

Course Learning Outcomes (CLO)

On the completion of this course, the students will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Remembering	Define and explain key concepts, models, and disciplines contributing to Organizational Behaviour	1
CO2	Analyzing	Analyze individual behaviour in organizations using personality, perception, attitude, and learning theories.	4
CO3	Applying	Demonstrate understanding of group dynamics, teamwork, and conflict resolution in organizational settings.	3
CO4	Evaluating	Evaluate organizational processes such as communication, power, and politics affecting workplace dynamics.	5
CO5	Evaluating	Assess the impact of contemporary organizational challenges such as innovation, diversity, and digitalization on business practices.	5s

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SUGGESTED READINGS

Text Books

1. Stephen P. Robbins, Timothy A. Judge, *Organizational Behavior*, Pearson Education, 18th Edition, 2022
2. Fred Luthans, *Organizational Behavior: An Evidence-Based Approach*, McGraw-Hill Education, 13th Edition, 2021
3. K. Aswathappa, *Organizational Behaviour*, Himalaya Publishing House, 13th Edition, 2020

Reference Books

1. Keith Davis & John W. Newstrom, *Organizational Behavior: Human Behavior at Work* McGraw-Hill, 12th Edition, 2020
2. Udai Pareek, *Understanding Organizational Behaviour*, Oxford University Press, 4th Edition, 2018
3. R.S. Dwivedi, *Human Relations and Organizational Behaviour*, Macmillan India, Revised Edition, 2017

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