

**CC IX Organizational Behaviour**

**Unit 1.**

Relevant Environment- Physical environment- Socio. cultural environment – Technological environment – Impact of Technology on behaviour.

**Unit 2.**

Human behaviour – the perceptual process- The learning process- Principles of learning – Reinforcement principle - motivational process – Primary motives- secondary motives- theories of motivation- content and process theories .

**Unit 3.**

Personality development – Theories of Personality - Major determinants of personality – Heredity, Environment and socialization process.

**Unit 4.**

Organization behaviour – Models of Human Behaviour – Freudian model – Existentialistic Model – Cognitive Model- Behaviouristic model- Conceptual framework for the study of organizational Behaviour – S.O.B.C. Model.

**Unit 5.**

Organizational change – Implementation of change - Organizational climate-factors – Organizational development – objectives, values and process – Organization Effectiveness.

**References**

- 1) Gregory Moorhead and Griffin, Ricky W, *Organizational Behaviour*, Houghton Mifflin Co., Boston, 2000.
- 2) Luthan Fred, *Organizational Behaviour*, McGraw Hill, New York, 1998.
- 3) Steers, Richard M. and J Stewart Black, *Organizational Behaviour*, Harper Collins College Publishers, New York 1991.
- 4) Sukla, Madhukar, *Understanding Organizations: Organization Theory and Practice in India*, Prentice Hall, New Delhi, 1994.