

Subject Code : 8ACBB2B

ORGANISATIONAL BEHAVIOUR

OBJECTIVE: To familiarize the concept of services marketing concept, fundamentals, tools, techniques and its significance in the liberalized business environment

UNIT I :

Organisational Behaviour – Concept – Nature - Organisational Behaviour Models and other similar fields of study – Disciplines contributing to Organisational Behaviour.

UNIT II :

Individual Behaviour – Perception – Personality – Group Dynamics – Formal and Informal Groups, Group Norms, Group Cohesiveness, Group Behaviour and Group Decision – making.

UNIT III :

Leadership – Concept – Qualities of effective Leadership – Leadership Styles.
Power and Authority - Definition of Power – Types of Power

UNIT IV :

Definition of Authority – Characteristics – Types of Authority . Morale – Concept – importance - Morale and Productivity – Measurement of Morale – Steps to improve Morale in an organization.

UNIT V :

Motivation – Concept – Nature – significance - Theories of Motivation – Maslow’s need hierarchy theory – Mc Gregor’s theory X and Theory Y – Herzberg Two Factor Theory.

BOOKS FOR REFERENCE :

Organisation Theory and Behaviour – V.S.P. RAO & D.S. Narayana
Organisational Behaviour – L.M. PRASAD
Organisational Behaviour – Dr. P.C. SEKAR
Organisational Behaviour – FRED LUTHENS.