

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: V
Syllabus with effect from: June-2013

Paper Code: UM05EBBI06	Total Credit:3
Title Of Paper: Organizational Behaviour-I	

Unit	Description in detail	Weighting (%)
I	Organizational Behavior Meaning, Elements, Basic Concepts, historical development, contributing disciplines, factors affecting Human behavior at work, Model of human behavior (S-R, S-O-R, S-O-B-C) and their Limitations.	25%
II	Social Systems Meaning, Social Equilibrium, Functional and dysfunctional actions, psychological, Economical, Contracts, Social Culture, Role, Propositions.	25 %
III	Individual Behavior Concept of personality, determinants of personality, Freudian and Neo Freudian stages of personality development, Theories of Personality. Concept of learning, factors affecting learning, classical and operant conditioning theory, reinforcement principle.	25 %
IV	Group Dynamics Concept, Origin, Characteristics, Factors affecting growth of group dynamics, stages of group development, types of groups, group norms, cohesiveness, decision making techniques to improve group decision making.	25 %

Basic Text & Reference Books:-

- Organizational behavior by Fred Luthans
- Organizational behavior by Stephen Robbins
- Organizational behavior by Keith davis
- Organizational behavior by L. M. Prasad
- Organizational behavior by K. Aswathappa

