

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA						
DM 101	ORGANIZATIONAL BEHAVIOUR	II BBA (DM) - III Sem 2022-23				
Hours	75 (60 + 15)	L	T	P	C	
Focus	Employability	4	1	-	4	

Course Objective
<p>To help the students to develop cognizance of the importance of human behaviour.</p> <p>To enable student to describe how people behave under different conditions and understand why people behave as they do.</p> <p>To provide the student to analyse specific strategic human resource demands for future action.</p>

Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Demonstration the applicability of the concept of organizational behaviour to understand the behaviour of the people in the organization.	1 and 2
CO2	Demonstrate the applicability of analyzing the complexities associated with management of individual behaviour in the organization.	1, 2 and 3
CO3	Analyze the complexities associated with management of the group behaviour in the organization.	1 and 2
CO4	Demonstrate how the organizational behaviour can integrate in understanding the motivation behind behaviour of people in the organization.	1, 2 and 3
CO5	Demonstrate the organizational culture and describe its dimensions and to examine various organizational designs to discuss the implementation of organizational change.	1 and 2

Syllabus		
Unit	Content	Hours
Unit I	Introduction to Organizational Behaviour, The OB Model, Roles of Manager in OB, Challenges and Opportunities for OB	20%
Unit II	Foundation of Individual Behavior, Concept of Motivation, Personality, Values.	20%
Unit III	Attitudes, Perception, Learning, Individual Decision Making and Problem Solving.	20%
Unit IV	Foundation of Group Behavior, Concept of related to communication, Leadership, Power and Politics, Work Teams and group Dynamics, Transactional Analysis, Johari Window-Model.	20%
Unit V	Foundation of the Organization, Concept Related to Organization structure, Organizational culture, Organizational change and development, Organizational Conflict and Discipline.	20%

References	
Books and Resources	Management & Organizational Behaviour-Laune J Mullims Robins, S.P., & Judge, T. (2013) Organizational behaviour (15 th ed.) Boston: Pearson
Online Courses	https://www.coursera.org/courses?query=organizational development

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none"> • KPIs of a real business • Organization structures of MNCs • Study of leadership traits of famous business leaders • Budgeting process in Government

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Presentations
Group	<ul style="list-style-type: none"> • Discussions and Debates • Role plays • Field visits to organization • Guest lectures • Interaction with industry professionals