



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-4 (BBA)

Subject: Organizational Behavior– BBAXX14317

Type of course: Minor Stream

Prerequisite:

Students must have basic understanding of business concepts and principles, preferably completion of introductory courses in management or business administration.

Rationale:

The course aims to provide valuable insights into how organizations function and how individuals and groups within them interact. This knowledge is essential for creating effective management strategies, improving workplace culture, and ultimately achieving organizational goals.

Teaching and Examination Scheme:

| Teaching Scheme | | | Credits | Examination Marks | | | Total Marks |
|-----------------|---|---|---------|-------------------|-----|-----|-------------|
| CI | T | P | C | SEE | CCE | | |
| | | | | | MSE | ALA | |
| 4 | 0 | 0 | 4 | 100 | 30 | 70 | 200 |

Legends: CI-Classroom Instructions; T- Tutorial; P- Practical; C- Credit; SEE- Semester End Evaluation; MSE- Mid Semester Examination; V- Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

| Sr.No | Course content | Hrs | % Weightage |
|-------|---|-----|----------------|
| 1 | Organizational Behaviour(OB): <ul style="list-style-type: none"> • Definition and Importance of OB • Historical Development • Features of Organizational Behaviour • Interdisciplinary Approach • Scope of OB- Application in Real-World Settings • Basic Assumptions of OB, • Major Disciplines and their Contributions to OB; | 15 | 25 % |
| 2 | Individual Behaviour: Factors Affecting Individual Behaviour-Basic Psychological Process <ul style="list-style-type: none"> • Personality: Meaning, Determinants Of Personality—Personality Traits • Perception: Meaning, Perceptual Process- Factors Affecting Perception • Learning: Meaning, Theories of Learning—Social Learning-Learning Curve. | 15 | 25% |
| 3 | Group Behaviour: <ul style="list-style-type: none"> • Concept of Group Dynamics—Features of Group—Types of Group Behaviour—Formal and Informal Group Behaviour—Group Norms—Group Cohesiveness. Teamwork: <ul style="list-style-type: none"> • Types of Teams-Team Building-Team Roles-Team Norms-Team Cohesiveness. | 15 | 25 % |
| 4 | Motivation and Leadership: <ul style="list-style-type: none"> • Motivation- Concept, Theories-Maslow's, Herzberg's and McGregor's, X and Y theories); Financial and Non Financial Motivation. Leadership-Types— Stress Management— <ul style="list-style-type: none"> • Meaning, Types of Stress— Causes of Stress Consequences of Work Stress- Conflict, Types of Conflicts— Levels of Conflict, Conflict Resolution | 15 | 25% |



Continuous Assessment:

| Sr.No | Active Learning Activities | Marks |
|-------|---|-------|
| 1 | Contribution Study: Students will prepare a comprehensive report on various fields that contributes in organizational behaviour and Upload PDF on GMIU Web Portal. | 10 |
| 2 | Team Building Plan: Students will create a detailed team-building plan for hypothetical task of business which includes strategies for enhancing team roles, norms, and cohesiveness and Upload PDF on GMIU Web Portal. | 10 |
| 3 | Analysis of Leadership Style: Students will select five Leaders from different industry of their choice and prepare report of their leadership style and traits and Upload PDF file on GMIU Web Portal. | 10 |
| 4 | Poster Making: Students will prepare a poster on showing various stress management techniques and Upload PDF on GMIU Web Portal. | 10 |
| 5 | Formulation of Motivational Strategies : Students will select one Hypothetical company and prepare Monetary and Non-Monetary motivational strategies for Selected company and Upload PDF File on GMIU Web Portal | 10 |
| 6 | Case Study Analysis: Students will be provided a case study of Organizational Behaviour. Students have to analyze the case and upload the solution on GMIU Web Portal. | 10 |
| 7 | Attendance | 10 |
| Total | | 70 |



Suggested Specification table with Marks (Theory): 100

| Distribution of Theory Marks (Revised Bloom's Taxonomy) | | | | | | |
|--|--------------------|----------------------|--------------------|----------------|-----------------|---------------|
| Level | Remembrance (R) | Understanding (U) | Application (A) | Analyze (N) | Evaluate (E) | Create (C) |
| Weightage | 35% | 35% | 20% | 10% | 0% | 0% |

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

| | |
|--|---|
| After learning the course, the students should be able to: | |
| CO1 | Grasp OB theories and concepts, applying them to analyze and resolve organizational issues effectively. |
| CO2 | Analyze individual and group behavior and applying strategies to enhance team performance and cohesion. |
| CO3 | Develop motivation and leadership strategies to boost organizational performance and employee satisfaction. |
| CO4 | Identify, manage, and resolve stress and conflicts within organizations using effective techniques. |

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] Fred Luthans: Organisational behaviour, McGraw hill Education.
- [2] Danial C. Fieldman and Hugh Arnold: Managing individual and group behaviour in organization, McGraw hill.
- [3] Henry Mintzberg: The structure of organization, Prentice Hall.
- [4] Edwin Gerlof: Organization Theory and Design, McGraw hill.
- [5] Robin. S. P: Organizational Behaviour, Pearson Education India.

