

**ORGANIZATIONAL BEHAVIOUR & PROFESSIONAL
COMMUNICATION**

Subject Code	: 10ME835	IA Marks	: 25
Hours/Week	: 04	Exam Hours	: 03
Total Hours	: 52	Exam Marks	: 100

PART – A

UNIT - 1

Introduction: Definition of Organization Behaviour and Historical development, Environmental context (Information Technology and Globalization, Diversity and Ethics, Design and Cultural, Reward Systems).

06 Hours

UNIT - 2

The Individual: Foundations of individual behaviour, individual differences. Ability. Attitude, Aptitude, interests. Values.

07 Hours

UNIT - 3

Learning: Definition, Theories of Learning, Individual Decision Making, classical conditioning, operant conditioning, social learning theory, continuous and intermittent reinforcement.

07 Hours

UNIT - 4

Perception: Definition, Factors influencing perception, attribution theory, selective perception, projection, stereotyping, Halo effect.

06 Hours

PART – B

UNIT - 5

Motivation: Maslow's Hierarchy of Needs theory, Mc-Gregor's theory X and Y, Hertzberg's motivation Hygiene theory, David Mc-Clelland's three needs theory, Victor Vroom's expectancy theory of motivation.

06 Hours

UNIT - 6

The Groups: Definition and classification of groups, Factors affecting group formation, stages of group development, Norms, Hawthorne studies, group processes, group tasks, group decision making.

06 Hours

UNIT - 7

Conflict & Stress Management: Definition of conflict, functional and dysfunctional conflict, stages of conflict process. Sources of stress, fatigue and its impact on productivity. Job satisfaction, job rotation, enrichment, job enlargement and reengineering work process.

08 Hours

UNIT - 8

Principles Of Communication: Useful definitions, communication principles, communication system, role of communication in management, barriers in communication, how to overcome the barriers, rule of effective communication.

06 Hours

TEXT BOOKS:

1. **Organizational Behaviour**, Stephen P Robbins, 9th Edition, Pearson Education Publications, ISBN-81-7808-561-5 2002
2. **Organizational Behaviour**, Fred Luthans, 11th Edition, Mc Graw Hill International Edition, ISBN-0-07-120412-12002

REFERENCE BOOKS:

1. **Organizational Behaviour**, Hellriegel, Srocum and Woodman, Thompson Learning, 9th Edition, Prentice Hall India, 2001
2. **Organizational Behaviour**, Aswathappa - Himalaya Publishers. 2001
3. **Organizational Behaviour**, VSP Rao and others, Konark Publishers.2002
4. **Organizational Behaviour**, (Human behaviour at work) 9th Edition, John Newstron/ Keith Davis. 2002