

B.Tech III Year I Semester

JNTUA COLLEGE OF ENGINEERING (AUTONOMOUS) PULIVENDULA

19AHS16-ORGANIZATIONAL BEHAVIOR

(Common to CE & ME)

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Course Objectives:

- To make the student understand about the organizational behavior
- To enable them to develop self motivation, leadership and management.

UNIT – 1:

Organizational Behavior - Introduction to OB - Meaning and definition, scope - Organizing Process – Making organizing effective - Understanding Individual, Behavior – Attitude - Perception - Learning - Personality Types.

Learning Outcomes:

At the end of this unit, the student will be able to

- Understand the concept of Organizational Behavior. **L1**
- Evaluate personality types. **L2**

UNIT – II:

Individual Behavior – Diversity – Biographical Characteristics Ability – Implementing Diversity Management – Strategies – Attitudes & Job Satisfaction - Personality – Theories of Personality – Perception – Process of Perception – Perception & Individual Decision Making – Motivation from concepts to Applications.

Learning Outcomes:

At the end of this unit, the student will be able to

- Understand the concept of Organizational Behavior. **L1**
- Contrast and compare Individual Behavior and attitude. **L2**

UNIT – III:

Group Behavior – Foundations of Group Behaviour – Defining and Classifying Groups – Stages of Group Development – Group Properties – Roles – Norms – Status, Size and Cohesiveness – Group Decision Making – Understanding Work Teams – Types of Teams – Creating Effective Teams.

Learning Outcomes:

At the end of this unit, the student will be able to

- Know the concept of Group Dynamics. **L1**
- Contrast and compare Group behavior and group development. **L2**

UNIT – IV:

Leadership and Motivational Theories: Leadership Theories – Characteristic of effective leader – Finding and Creating Effective Leaders – Power & Politics. Introduction to motivation, Maslow’s Hierarchy of Needs, Two- factor theory of Motivation, Mcdregers theory of motivational Model.

Learning Outcomes:

At the end of this unit, the student will be able to

- Contrast and compare Traits theory and Managerial Grid. **L1**
- Know the difference between Transactional and Transformational Leadership. **L2**

UNIT – V:

Foundation of Organizational Structure: Conflicts & Negotiations – Organization Structure – Organization Change & Stress Management – Self Management – Managing Careers.

Learning Outcomes:

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At the end of this unit, the student will be able to

- Know the importance of organizational change and development. L1
- Apply change management in the organization. L2

Text Books:

1. Stephen P. Robbins, Timothy: Organizational Behaviour, Pearson 14th Edition, 2012.
2. Dr. Anjali Ghanekar, Organizational Behaviour Concepts & Cases, Everest, 19th Edition, 2013.

Reference Books:

1. Mirza S Saiyadain, Cases in Organizational Behavior , TMH,2011.
2. Gerard H.Seijts, Cases in Organizational Behavior, Sage,2008.
3. Nelson, Quick and Khandelwala, ORGB, 2/e, Cengage, 2012.
4. P.G. Aquinas: Organizational Behaviour Concepts, Realities, Application & Challenges, 2nd Edition, Excel Books 2012.

Course Outcomes:

At the end of this Course the student will be able to

- To bring about the through understanding of entrepreneurship and constraints for the growth of entrepreneurial culture. L1
- To demontrate knowledge in entrepreneurship development. L2
- To understand the concept of entrepreneushiptaining and various entrepreneurship training institutes in India. L3
- To be able to demontrate progressive learning in the project report and ownership structures. L4
- To be able to demontrate progressive learning in the project report and ownership structures. L5