

**B.COM SECOND YEAR
SEMESTER-3
ADVANCED BUSINESS MANAGEMENT-4
(ORGANISATIONAL BEHAVIOUR-1)
PRINCIPAL ELECTIVE-4**

Course Content:

Module No.	Topics / Chapters Name	% Weightage
I	Introduction to Organizational Behaviour Meaning & Definition, Elements- Basic Model of OB, Features and importance of OB-Indian Organizational setting- Scope & Challenges	25
II	Personality Concept, Nature, Types and Theories of Personality Shaping, Determinants of personality, Personality attitude and Job Satisfaction.	25
III	Perceptions and Learning Perceptions– Importance – Factors influencing perception –Interpersonal perception- Impression Management. Learning – Types of learners – The learning process – Learning theories – Organizational behavior modification.	25
IV	Group Behaviour Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques	25