

**SEMESTER S8**

**ORGANIZATIONAL BEHAVIOUR AND BUSINESS  
COMMUNICATION**

<b>Course Code</b>	<b>UEHUT803</b>	<b>CIE Marks</b>	50
<b>Teaching Hours/Week (L: T:P: R)</b>	2:0:0:0	<b>ESE Marks</b>	50
<b>Credits</b>	1	<b>Exam Hours</b>	2 Hrs. 30 Min.
<b>Prerequisites (if any)</b>	None	<b>Course Type</b>	Theory

**Course Objectives:**

1. To expose the students to the fundamentals of Organizational Behaviour (OB) and Business communication
2. To become familiar with working with people, nature of organizations, communication, leadership and motivation of people.
3. To help students develop a conceptual understanding of OB theories
4. To enable the students to put the ideas and skills of OB into practice

**SYLLABUS**

<b>Module No.</b>	<b>Syllabus Description</b>	<b>Contact Hours</b>
<b>1</b>	Introduction to Organizational Behaviour: Definition, Evolution of the Concept of OB, Contributions to OB by major behavioural science disciplines, Challenge and Opportunities for OB managers, Models of OB study (Custodial Model, Supportive Model, Collegial Model, Human Value Model)	<b>6</b>
<b>2</b>	Individual Behaviour-Attitudes and Job Satisfaction, Components of Attitude, Personality and Values, Personality Determinants, Types of Values, Perception, Factors influencing perception. Group Behaviour, Formation of Group, Group decision making, creating effective teams, Culture, Culture's function	<b>6</b>
<b>3</b>	Motivation and Leadership Concept of motivation, Definition, Theories of Motivation, Maslow's need Theory, Theory X and Theory Y, Two Factor	<b>6</b>

	Theory, Vroom's Expectancy Theory. Concept of Leadership, Theories of leadership, Traits of good Leader, Difference between Leader and Manager	
<b>4</b>	Business communication- Functions, Types and process of communication- downward, upward communication- Interpersonal and Group Communication- - Choices of Communication Channel-Cross functional communication- Conflict management communication Modern forms of business communication- Global communication	<b>6</b>

**Course Assessment Method**  
(CIE: 50 marks , ESE: 50 marks)

**Continuous Internal Evaluation Marks (CIE):**

Attendance	Assignment/ Microproject	Internal Examination-1 (Written)	Internal Examination- 2 (Written )	Total
<b>5</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>50</b>

**End Semester Examination Marks (ESE)**

*In Part A, all questions need to be answered and in Part B, each student can choose any one full question out of two questions*

Part A	Part B	Total
<ul style="list-style-type: none"> <li>Minimum 1 and Maximum 2 Questions from each module.</li> <li>Total of 6 Questions, each carrying 3 marks <b>(6x3 =18marks)</b></li> </ul>	2 questions will be given from each module, out of which 1 question should be answered. Each question can have a maximum of 3 sub divisions. Each question carries 8 marks. <p style="text-align: center;"><b>(4x8 = 32 marks)</b></p>	<b>50</b>

### Course Outcomes (COs)

At the end of the course students should be able to:

Course Outcome		Bloom's Knowledge Level (KL)
<b>CO1</b>	Understand the models and frameworks of organizational behaviour and business communication	<b>K2</b>
<b>CO2</b>	Develop the team working and decision-making capacity by assessing the influence of Individual and Group Behaviour towards the organizational Goal	<b>K3</b>
<b>CO3</b>	Apply and analyse the Theories of motivation and leadership in an organisation	<b>K3 &amp; K4</b>
<b>CO4</b>	Explore the business communication methods for organizational effectiveness	<b>K3</b>

Note: K1- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate, K6- Create

### CO-PO Mapping Table:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
<b>CO1</b>									3	2	2	
<b>CO2</b>									3	2	2	
<b>CO3</b>									3	2	2	
<b>CO4</b>									3	2	2	

Text Books				
Sl. No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>1</b>	Organizational Behaviour	Kavita Singh	Vikas Publications	3e-2015
<b>2</b>	Organizational Behavior	Robbins, Timothy Judge, Seema Sanghi	Pearson	18e-2018
<b>3</b>	Organizational Behavior: Improving Performance and Commitment in the Workplace	Jason Colquitt, Jeffery A. LePine, and Michael J. Wesson	McGraw-Hill Education	2018
<b>4</b>	Business Communication: Essential Strategies for 21st Century Managers	Shalini Verma	Vikas Publishing House	2e-2014

<b>Reference Books</b>				
<b>Sl. No</b>	<b>Title of the Book</b>	<b>Name of the Author/s</b>	<b>Name of the Publisher</b>	<b>Edition and Year</b>
<b>1</b>	Organizational Behaviour- An Evidence-Based Approach	Fred Luthans, Brett C. Luthans, Kyle W. Luthans	McGraw Hill Inc	13 <sup>e</sup> -2015
<b>2</b>	Organizational Behaviour	John Newstrom and Keith Davis	Tata McGraw Hill	11 <sup>e</sup> - 2011

<b>Video Links (NPTEL, SWAYAM...)</b>	
<b>Module No.</b>	<b>Link ID</b>
<b>1</b>	<a href="http://www.algonquincollege.com/ccol/courses/organizational-behaviour/">www.algonquincollege.com/ccol/courses/organizational-behaviour/</a>
<b>2</b>	<a href="http://www.algonquincollege.com/ccol/courses/organizational-behaviour/">www.algonquincollege.com/ccol/courses/organizational-behaviour/</a>
<b>3</b>	<a href="http://www.algonquincollege.com/ccol/courses/organizational-behaviour-3">www.algonquincollege.com/ccol/courses/organizational-behaviour-3</a>
<b>4</b>	<a href="https://www.imi.edu/delhi/organizational_behaviour_human_resources">https://www.imi.edu/delhi/organizational_behaviour_human_resources</a>

MODEL QUESTION PAPER				
APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY				
EIGHT SEMESTER B. TECH DEGREE EXAMINATION, MONTH AND YEAR				
Course Code: UEHUT803				
Course Name: Organizational Behaviour and Business Communication				
Max. Marks: 50			Duration: 2 hours 30 minutes	
PART A				
		Answer all questions. Each question carries 3 marks	CO	Marks
1		Explain the stages in the evolution of the Concept of OB	CO1	(3)
2		What are the models of OB study?	CO1	(3)
3		List and explain the components of Attitude	CO2	(3)
4		Describe the factors influencing perception.	CO2	(3)
5		How does the motivation and leadership are connected?	CO3	(3)
6		What are the functions of business communication	C04	(3)
PART B				
Answer any one full question from each module. Each question carries 8 marks				
		Module 1		
9	a)	Challenges and opportunities in Organizational Behaviour.	CO1	(2)
	b)	Explain the major Behavioural Science that contribute to Organizational Behaviour	CO1	(4)
	c)	Describe and compare any two Models of Organizational Behaviour	CO1	(2)
10	a)	Describe the Dynamics of People and Organization	CO1	(2)
	b)	With illustration explain Organizational structure of a Government College.	CO1	(4)
	c)	How OB and psychology are interconnected?	CO1	(2)
		Module 2		
11	a)	Conflict management communication- Explain in detail	CO2	(2)
	b)	Describe the foundations of Group Behaviour	CO2	(4)
	c)	Define Group – Classification and its properties	CO2	(2)
12	a)	“Organization Climate has an impact on productivity”- Justify the statement.	CO2	(4)
	b)	Narrate the importance of Cross-Cultural management	CO2	(2)
	c)	As a new employee being appointed to the organization how will you manage the stress in the hectic job?	CO2	(2)

		<b>Module 3</b>		
13	a)	Explain the Two Factor Theory of Motivation Compare it with Vroom's Expectancy Theory	CO3	(3)
	b)	Explain the factors influencing Perceptual process	CO3	(3)
	c)	List and explain the Traits of good Leader	CO3	(2)
14	a)	Describe the theories of leadership	CO3	(4)
	b)	Sources of Organizational Conflict- Explain	CO3	(2)
	c)	Narrate the ethics of Power and Politics in Organizations	CO3	(2)
		<b>Module 4</b>		
15	a)	Distinguish downward and upward communication	CO4	(3)
	b)	Differentiate Interpersonal communication and Group communication in an organization	CO4	(2)
	c)	How does the communication influence organization effectiveness	CO4	(3)
16	a)	Illustrate the Modern forms of business communication	CO4	(2)
	b)	What are the Choices of Communication Channel	CO4	(2)
	c)	How will you set Cross functional communication in an organization	CO4	(4)
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