GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB02001031

Course / Subject Name : Human Behaviour in Organisations

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Core Course

Prerequisite:	UG Course
Rationale:	An understanding of how human behavior functions within an organization is central to establishing a business's goals and nurturing a workforce that can work effectively as a team to reach them. This helps create the cohesion and shared values that form the culture of an organization. By studying this course the students shall learn to empathize with what makes people behave the way they do. It will further help them understand their own behaviors, attitudes, ethical views and performance

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
CO1	Understand the process of Human Behaviour and the factors influencing human behavior	U
CO2	Understand the factors that form individual's values and attitudes and how these in turn influence human behaviour	A
CO3	Learn various theories of Motivation and understand how motivation plays a strong role in influencing human behavior at work	A
CO4	Learn various kinds of stresses that one can go through, the stressors thereof and how it can be managed for better human behavior and job satisfaction	N
CO5	Introspect at personal level how all aspects dealt with in the syllabus, have influenced one's own behavior and what one needs to do and learn so as to improve one's own behavior and also better understand other's behavior at work	E

Revised Bloom's Taxonomy (RBT)
Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks		Total Marks
L	**T**	**PR**	**C**	**Theory**	**Tutorial / Practical**	

				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150

Course Content:

Unit No.	Content	No. of Hours	% of Weightage

1.	**Human Behaviour :**
	• Definition and Meaning of Human Behaviour at workplace
	• Human Behaviour Process
	• Foundations of Individual Behaviour
	   • Biographical Characteristics : Age, gender, experience, family structure, etc
	   • Abilities : Intellectual, Physical and Ability-Job Fit
	   • Personalities within a person : Determinants of Personality,
	   • Personality Traits
	   • Learning and shaping behaviours
	   • Ego States of a person : Parent, Adult and Child ,
	   • Life Positions
	   • Perception : Factors influencing
		12	25%

2.	**Values , Attitudes and Job Satisfaction :** • Values : Definition, Meaning, Sources and Types and how they influence behavior • Attitudes : Sources, Types and their influence on Behaviours Job Satisfaction : Meaning, Job elements and satisfaction, job satisfaction and human behavior	12	25%
3.	**Motivation and Human Behaviour at Work :** • Motivation – it's meaning, nature, features and types • Theory X and Theory Y • Maslow's Theory of Hierarchy of Needs • Herzberg's Two-Factor Theory • Elderfer's ERG Theory • McClelland's Theory of Needs	11	25%
	Work Stress and Coping Strategies : • Definition, Meaning and Types • Consequences of Stress – Physiological, Psychological and Behavioural Symptoms		

4.	• Potential Sources of Stress – Environmental and Organisational • Stress Management – Importance and Strategies of Managing Stresses • Implication on Satisfaction, Behavior, and Performance	**10**	**25%**
5	**Practical:** Students should Observe themselves as well as employees of any organization and analyse why they are such. what they are, how their behaviours have changed over time, and what could be the factors leading to the change. Reflect and reproduce few incidences in your life on the following aspects: i) The new personality traits that you added to yourself and how it impacted your behavior ii) How a certain set of perceptions led you to behave the way you did and your realization on the same iii) What new learning and how did it change your behavior at home and with your friends iv) Describe your values and attitude that led you to behave the way you did while working on some team assignment v) What are your current motivational needs? When, why and how will they change and how will they in turn affect your behavior	**15**	**NIL**
	TOTAL	**60**	**100%**

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	**U Level**	**A Level**	**N Level**	**E Level**	**C Level**
0	20	40	20	20	0

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Organisational Behaviour	Stephen Robbins	PHI
2	Organisational Behaviour – Text, Cases and Games	P Subba Rao	Himalaya Publishing House
3	Organisational Behaviour	B Hiriyappa	New Age International Publishers

Software/Learning Websites

Published Paper:

Md.Mostafizur Rahman, Why do people behave the way they do: Factors Affecting Human Behaviour, International Journal of Research Publication and Reviews, Volume 3, no. 6, ISSN: 2582-7421, pg nos. 1154-1160, June 2022

Suggested Project/Practical Activity for PA: (50 Marks)

Students should observe themselves as well as employees of any organization and analyse why they are such. What they are, how their behaviours have changed over time, and what could be the factors leading to the change. Reflect and reproduce few incidences in your life on the following aspects:

i) The new personality traits that you added to yourself and how it impacted your behavior

ii) How a certain set of perceptions led you to behave the way you did and your realization on the same

iii) What new learning and how did it change your behavior at home and with your friends

iv) Describe your values and attitude that led you to behave the way you did while working on some team assignment

v) What are your current motivational needs? When, why and how will they change and how will they in turn affect your behavior

CO- PO Mapping:

Semester 2	Human Behaviour in Organizations				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	1	1	1	-
CO2	2	3	2	2	-
CO3	2	3	1	1	-
CO4	2	3	1	1	-
CO5	2	3	2	1	-

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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