



**Business Entrepreneurship - III**  
**Human Behavior at Work**  
**[Discipline Specific Course]**

<b>Semester: V</b>	<b>*Credits: 4</b>	<b>Subject Code: C5214</b>	<b>Lectures: 48</b>
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**Course Outcomes:**

At the end of this course, the learner will be able to:

- Describe the concepts, significance of Organisational Behaviour
- Appraise the role of trends in Organisational Behaviour
- Identify and relate to the knowledge of Attitudes and Personality in developing and presenting the effective Personality Traits
- Relate to the perceptual process and the factors affecting social perception
- Apply the knowledge obtained while working in Teams and managing conflict

**Unit 1: Organizational Behaviour**

**10**

- Importance of Interpersonal skills
- Organizational Behavior- Meaning, Nature and Importance
- Trends in Organizational Behavior-
  - Organizational Culture-OCTAPACE Model
  - Psychological Capital Development
- Positive work environment-Enhancing Employee Well Being
  - Emotional Intelligence
- Mindfulness @ work

**Unit 2: Attitudes, Personality and Values**

**16**

- Attitudes: Meaning and Nature
  - Attitudes and Behavior
  - Work related Attitudes-Job Satisfaction and Commitment, Organizational Citizenship Behavior
- Personality:
  - Meaning, Determinants and measurement
  - Personality Framework-Big Five Model of Personality, Myers-Briggs Type Indicator, Personality and Situation-Situation Strength Theory and TAT
- Global Implication of Personality and Values, Hofstede's Framework, The GLOBE Framework and comparison

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<b>Unit 3: Perception</b>	<b>10</b>
<ul style="list-style-type: none"> <li>• Perception             <ul style="list-style-type: none"> <li>○ Meaning and Nature</li> <li>○ Factors that influence Perception</li> <li>○ Person Perception</li> <li>○ Common shortcuts in judging others</li> </ul> </li> <li>• Social Perception:             <ul style="list-style-type: none"> <li>○ Factors affecting Social Perception</li> <li>○ Impression Management</li> <li>○ Perception and Decision Making:</li> <li>○ Common Biases and Errors in Decision Making</li> <li>○ Influences on Decision making</li> </ul> </li> </ul>	

<b>Unit 4: Understanding Work Teams and Managing Conflict</b>	<b>14</b>
<ul style="list-style-type: none"> <li>• Teams             <ul style="list-style-type: none"> <li>○ Meaning and Importance</li> <li>○ Formation of Teams</li> <li>○ Types of Teams</li> <li>○ Creating Effective Teams</li> <li>○ Building Agile Teams</li> </ul> </li> <li>• Conflict-             <ul style="list-style-type: none"> <li>○ Meaning and Nature</li> <li>○ Functional versus Dysfunctional Conflict</li> </ul> </li> <li>• Conflict Management-Strategies for Conflict Management, Johari Window and TA</li> </ul>	

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

\*01 credit to be evaluated as a Skill-based Component

**Recommended Basic Reading:**

- Robbins Stephen P., Judge Timothy A. and Vohra Neharika. *Organisational Behaviour*. Pearson India Education Services Ltd: Noida; 2019.
- Aswathappa K. *Organisational Behaviour*. Himalaya Publishing House: Mumbai; 2020

**Recommended Reference Books:**

- Luthans Fred. *Organizational Behaviour: An Evidence based Approach*. McGraw-Hill Edu. (India) Pvt. Ltd.: New Delhi; 2013.
- Sinha J.B.P. *Culture and Organization Behaviour*. New Delhi: Sage Texts; 2008.
- French Wendell, Bell Cecil, Vohra Veena. *Organization Development*. Pearson. New Delhi: 2018.

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**Business Administration –III, Business Entrepreneurship-III and Marketing-III\*\***  
**Research Methodology for Business**  
**[Discipline Specific Course]**

<b>Semester: VI</b>	<b>*Credits: 4</b>	<b>Subject Code: C62216</b>	<b>Lectures: 48</b>
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**\*\*This paper is same across three subjects for SEMESTER VI – Business Administration-III, Business Entrepreneurship-III and Marketing-III**

**Course Outcomes:**

At the end of this course, the learner will be able to:

- Infer the fundamental theoretical ideas and logic of research.
- Choose methods appropriate to research aims and objectives
- Understand the basic framework of research process.
- Demonstrate knowledge of various research designs and techniques.
- Appraise and practice various quantitative and qualitative research methods

**Unit 1: Business Research**

**10**

- Meaning and Concepts
- Characteristics of research
- Types of research-
  - Application based- Pure and Applied
  - Objectives based-Descriptive, Exploratory, Co-relational, Explanatory
  - Inquiry mode applied- quantitative and qualitative
- Research Process
- Ethics in Business Research

**Unit 2: Quantitative Research -1**

**12**

- Formulating a research problem and objective
- Hypothesis, Types of hypotheses – Descriptive, Relational – Correlational and Causal, null and alternate Research problem, Hypothesis and Variables
- Research Design
  - Important concepts relating to research design
  - Types of research designs- in case of exploratory research, in case of descriptive and diagnostic research studies and in case of hypothesis-testing research studies
- Questionnaire Designing

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<b>Unit 3: Quantitative Research 2</b>	<b>14</b>
<ul style="list-style-type: none"> <li>• Sampling             <ul style="list-style-type: none"> <li>○ Concept and principles of Sampling</li> <li>○ Factors affecting inferences drawn from Samples</li> <li>○ Types of Probability and non-probability sampling methods</li> </ul> </li> <li>• Methods of Data Collection             <ul style="list-style-type: none"> <li>○ Sources of Data – Primary and Secondary</li> <li>○ Measurement and Scaling</li> </ul> </li> <li>• Data Processing- Editing, Coding, Developing a frame of analysis</li> <li>• Presentation of data: Tables and graphs</li> <li>• Writing a Research report - Structure and Format- APA conventions</li> </ul>	

<b>Unit 4: Qualitative Methodology</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Nature of Qualitative Research             <ul style="list-style-type: none"> <li>○ Features and Steps in Qualitative Research</li> </ul> </li> <li>• Methods of data collection             <ul style="list-style-type: none"> <li>○ Participant observation</li> <li>○ Unstructured interviews</li> </ul> </li> <li>• Qualitative data analysis             <ul style="list-style-type: none"> <li>○ Analytical induction</li> <li>○ Grounded theory</li> <li>○ Coding</li> <li>○ Steps of interpretation</li> </ul> </li> <li>• Presentation of data             <ul style="list-style-type: none"> <li>○ Matrix</li> <li>○ Charts</li> <li>○ Tables</li> </ul> </li> <li>• Report writing</li> </ul>	

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**\*01 credit to be evaluated as a Skill-based Component**

**Recommended Basic Reading:**

- Uwe Flick. Introducing Research Methods, SAGE Publication.2011

**Recommended Reference Books:**

- Kumar.R. (2014) Research Methodology – A step by Step guide for Beginner's (4<sup>th</sup> Ed) Pearson Education, India.
- Denzin Norman, Lincoln Yvonna (ed): Handbook of Qualitative Research, Sage, Thousand Oaks, 2000.
- Sekaran Uma & Bougie Roger: Research Methods for Business for Research –A Skill

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Building Approach: Wiley India, 2011

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Faculty	Dr. Dimple Buche	<i>Dimple</i> 23/8/21
Faculty	Ms. Rajni Singh	<i>Rajni</i> 23/8/21
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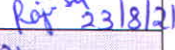






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