

SYLLABUS

PUNJAB UNIVERSITY, CHANDIGARH

PSYCHOLOGY FOR MANAGERS

BBA-I

Semester - II

Time Allowed: 3 Hours

Max. Marks: 100

[External Assessment: 80 Marks

Internal Assessment: 20 Marks]

Objectives: The objective of this paper is to provide broad understanding about basic concepts and techniques related to the study of human behavior in work-environment so as to equip the participants to manage behavioural aspects of business.

UNIT - I

Organisational Behaviour: Introduction, Definition, Need and Importance of Organizational Behaviour, Nature and Scope, Organizational Behaviour Models.

Individual Behaviour: Introduction and Meaning, The Factors affecting Individual Behaviour, Models of Individual behaviour.

Personality: Meaning, Characteristics, Determinants and Theories of personality.

Perception: Nature and Importance – Perception process, Perceptual Selectivity, Perceptual Organization, Perceptual Errors and Distortions.

Attitudes and Values: Components of attitude, Sources of attitudes, Measurement of attitudes, Values.

Group Dynamics: Concept, formation of group, types of group, Theories of group formation, Group Dynamics.

UNIT - II

Motivation: Meaning and importance of motivation, Process theories of Motivation.

Inter Personal Behaviour and Transactional Analysis (TA)

Leadership: Definition, Importance, Leadership Styles, situational and contingency Theories of Leadership.

Conflict and Stress Management: Traditional vis-a-vis Modern view of conflict, Types and Causes of Conflict- Conflict Resolution, Stress concept, sources and resolving stress.

Organizational Change: Meaning and Importance, Forces responsible for change, Resistance to change, Overcoming resistance to change.