

Bachelor of Arts (VS)- Small and Medium Enterprises

Semester VIII

Discipline Specific Elective- 8.1 (DSE-8.1)- Organizational Behaviour for Small and Medium Enterprises

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Organizational Behaviour for Small and Medium Enterprises (DSE-8.1)	4	3	1	0	12 th pass	NIL

Learning Objectives: Course will enable learner to:-

- Acquire an exhaustive understanding of the theory of organisational behaviour
- Analyze how organisational behaviour theories apply to contemporary organisations
- Increase understanding of the intricacies of interpersonal group dynamics
- Develop insight into competitiveness within and between groups and organisations

Learning outcomes: After completion of the course, learners will be able to:

- Understand the fundamental concepts and significance of organizational behaviour in the context of SMEs.
- Analyse individual and group behaviour to improve interpersonal relations and team effectiveness in small businesses.
- Recognise the importance of communication and motivation in an organisation.

- Evaluate organizational processes, manage change, and foster a positive work culture in SMEs.

Course Content

(Theory 45 hrs + Tutorial 15 hrs)

Unit 1

10 hours

Introduction to Organizational Behaviour in SMEs: Definition and Scope of Organizational Behaviour; Importance of OB for SMEs; Historical development and evolution of OB; Unique characteristics and challenges of SMEs; Role of management and leadership in SMEs; Impact of organizational structure and culture in small businesses

Unit 2

12 hours

Individual Behaviour in SMEs: Foundations of Individual Behaviour; Personality - Type A/B, Big five personality types, factors influencing personality; Attitude – concept, components, job related attitudes; Learning- concept, theories and reinforcement; Perception and emotions concept, perceptual process, factors influencing perception, perceptual errors and distortions; Beliefs and values - concept and types: terminal values and instrumental values.
12 hours

Unit 3

11 hours

Communication, Motivation and Leadership in SMEs: Communication – Understanding Communication; Persuasive communication; Communication styles; Transactional Analysis (TA), Johari Window. Motivation – Why people work; Need theories (Maslow’s need hierarchy, ERG Theory, McClelland’s Theory); Theory X and Theory Y, Two Factors Theory; Contemporary Theories of motivation Goal-setting Theory, Reinforcement Theory). Leadership - Concept and theories; Styles of leadership; Leadership continuum; Trait, Behavioural and Situational approach; Leadership grid; Contemporary leadership issue.

Unit 4

12 hours

Group Dynamics and Change Management: Formation of Groups; Group Behaviour - concepts, types- group norms, group roles, and group cohesiveness; Groups Vs Teams; Group decision making – process and types; Organisational conflict – nature, sources, and resolution strategies; Organisational culture- concept and determinants; Organisational change- importance, types of change, resistance to change, managing change; Stress- individual and organisational factors, prevention and management of stress.

Suggested Readings:

Pareek, U. (2014). *Understanding Organisational Behaviour*. Oxford University Press.

Singh, K. (2015). *Organisational Behaviour: Texts & Cases*, 3rd edn. India: Pearson.
Additional Resources Keywords: Organisational Theories, Personality, Values and Attitudes, Learning, Leadership, Conflict, Organisational Culture.

Robbins, S.P., & Judge, T.A. (2022). *Organizational Behaviour*. Pearson.

Luthans, F. (2021). *Organizational Behaviour: An Evidence-Based Approach*. McGraw-Hill.

Aswathappa, K. (2020). *Organizational Behaviour*. Himalaya Publishing House