



SCHOOL OF OPEN AND DISTANCE LEARNING

Jamia Hamdard

(Deemed to be University, Accredited in 'A' Grade by NAAC)

**Bachelor of Business Administration
(BBA)**

**ORGANIZATIONAL
BEHAVIOUR**

BBAD - 304

CONTENTS

INTRODUCTION	1
UNIT 1 BASIC CONCEPTS OF ORGANIZATIONAL BEHAVIOUR	3-20
1.0 Introduction	
1.1 Unit Objectives	
1.2 History	
1.2.1 Meaning	
1.2.2 Elements or Disciplines	
1.2.3 Opportunities	
1.3 Trends, Evolution and Approaches	
1.3.1 Models	
1.4 Challenges	
1.5 Global Emergence of OB as a Discipline	
1.6 Management Functions: Relevance to Organizational Behaviour	
1.7 Summary	
1.8 Key Terms	
1.9 Answers to 'Check Your Progress'	
1.10 Questions and Exercises	
1.11 Further Reading	
UNIT 2 INDIVIDUAL AND ORGANIZATION	21-36
2.0 Introduction	
2.1 Unit Objectives	
2.2 Foundation of Individual Behaviour	
2.3 Summary	
2.4 Key Terms	
2.5 Answers to 'Check Your Progress'	
2.6 Questions and Exercises	
2.7 Further Reading	
UNIT 3 PERCEPTION, ATTITUDES AND VALUES	37-58
3.0 Introduction	
3.1 Unit Objectives	
3.2 Perception and its Factors	
3.2.1 Importance of Perception	
3.3 Attitudes: Nature and Dimensions	
3.3.1 Characteristics and Components of Attitude	
3.3.2 Attitude and Behaviour	
3.3.3 Attitude Formation	
3.3.4 Attitude Measurement	
3.3.5 Attitudes and Productivity	
3.4 Organizational Fit and Commitment	