

SYLLABUS

B.COM. (1ST SEMESTER)

BCM102 : PSYCHOLOGY FOR MANAGERS

OBJECTIVE :

The objective of the paper is to provide broad understanding about basic concepts and techniques of human behaviour to the students.

UNIT – I

Introduction: Concepts, Definitions; Need and Importance of Organisational Behaviour for Managers, Contributing Disciplines of OB. Nature and Scope, Organisational Behaviour Models.

Individual Behaviour: Introduction and Meaning, Factors Affecting Individual Behaviour, Models of Individual Behaviour

Personality: Meaning, Characteristics, Determinants and Theories of Personality

Perception: Nature & Importance, Perception Process, Perpetual Errors and Distortions.

Attitudes and Values: Components, Sources and Measurement of Attitudes. Concept, Sources and Types of Values.

UNIT – II

Motivation: Meaning and Importance of Motivation, Theories of Motivation, Morale.

Inter Personal Behaviour and Transactional Analysis (TA).

Leadership: Definition, Importance, Leadership Styles, Models and Theories of Leadership.

Conflict Management: Traditional vis-a-vis Modern View of Conflict, Types and Causes of Conflict, Conflict Resolution.