

BBA-201

Understanding Human Behaviour

Max. Marks:100

External Assessment: 80

Internal Assessment:20

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Understanding Human Behaviour: Nature, Meaning; Approaches for studying Human Behaviour: Behavioural Approach, Cognitive Approach, Psychoanalytic Approach

Personality-Nature and Meaning, Theories of personality- Trait Theory, Psychoanalytic Theory, Social learning Theory.

Emotions-Nature and Meaning, Physiological responses in emotions, Theories of emotions. Motivation-Nature and Meaning, Theories of Motivation-Maslow's hierarchy of needs, Theory X and Y, Two Factor Theory.

Perception-Nature and Meaning, Laws of Perceptual Organization, Attention and Perception; Learning-Nature and Meaning,

Theories of Learning-Classical

conditioning, Operant conditioning, Memory and

Forgetting.

Suggested Readings:

- Davis,K. : Human Behaviour at Work, Organizational Behaviour, TataMcGraw Hill Publishing Co., NewDelhi.
- Luthans,F. : Organizational Behaviour, McGraw-Hill BookCompany.
- Robbins, S.P. : Organizational Behaviour, Prentice Hall of India, NewDelhi.
- Dwivedi,R.S. : Human Relations and OrganizationalBehaviour, Oxford & IBH Publishing Co., New Delhi.
- Dwivedi,R.S. : Corporate Excellence: An External Search, McMillan IndiaLtd., 1998, New Delhi.
- Schermerhorn : Managing Organizational Behaviour, et al. John Wiley & Sons, New Delhi.
- Kreitnerand : Organizational Behaviour, Tata McGraw Hill Publishing Co., New Kinicki Delhi
- Hilgard& : Introduction to Psychology, Oxford & IBH Publishing CompanyPvt.Ltd. Atkinson