

HM103 : Organizational Behavior

1. Objectives :

The Course is the study of individual and group dynamics within an organization setting. People with diverse backgrounds and cultural values have to work together effectively and efficiently in a health care organization. The course will focus on the students to the framework, that are useful for diagnosing problems involving human behavior at hospitals. It will increase students understanding of psychological and sociological phenomenon that regularly occur in different hospitals. It will help them learn how to exercise leadership to solve problems-from managing the motivation and performance of individuals and teams to leading at the executive level. It will understand the dynamics of human organizations and organization structure. It will understand the concepts at and individual as well as the group level.

2. Scope :

Unit 1

Cognitive Processes

Perception and its Impact, Creativity and problem solving, feed back systems.

Motivational Process

Types of Motives, Process of work motivation, Theories of Motivation – Theory ‘X’ and Theory ‘Y’, Theory ‘Z’, Maslows Hierarchy of Needs, Herzberg’s Two – factor theory, Hygiene factors, motivators, Vroom’s Expectancy theory, Techniques, Methods and Incentive plans for motivating Professionals.

Unit 2

The Group, Formal and Informal Groups

Group behavior, functions and working pattern, group cohesiveness, team building, quality circles and natural groups in hospitals.

Conflict Management

Sources, Strategies for managing conflicts, Crisis management, Impact on Organizational structure

Unit 3

The Organization System

Organizational climate in Hospitals, Need for Integration, Organizational culture, Organizational commitment.

Unit 4

Organizational Dynamics, Management of change

Individual, group and International change, Planned organizational change, organizational development and interventions, problem of resistance to change, techniques, methods, styles and strategies for dealing with problem of resistance to change, Levin’s Force Field Analysis.

Unit 5

Stress Management

Concept, Individual and group stress, Physical, Psychological stress, coping strategies among health care professionals.

Text Books:

- Stephen Robbins – Organizational Behaviour - Prentice Hall
- Robert A. Baron – Behaviour in Organizations – Prentice Hall
- Luthans - Organizational Behaviour – Mc Graw hill
- Pareek Udai, T.V Rao – Behavioural process in organizations, Oxford and IBH Publishing. etc