



**Unit V: Cognitive Processes of OB****9 Hrs**

Perception

Nature &amp; Importance of Perception,

Sensation Vs Perception

Sub-processes of Perception

Perceptual Selectivity and Organization

Factors influencing Perception

Social Perception

Attribution- Attribution theory, Locus of control, Attributions, Attribution errors, Weiner's model, other attributions, Specific application in Organizations

Impression Management- the process of Impression formation and management, Employee impression management strategies

Case Study/Exercises

**Unit VI: Learning****8 Hrs**

Learning –Meaning, Theories of Learning-classical &amp; instrumental, Principles of Learning, Behavioral Performance management, Role of Organizational Reward Systems. Case Study

**Unit VII: Motivation****12 Hrs**

Definition, Early Theories of Motivation (Hierarchy of needs, Theory X, Y &amp; Z, Two Factor theory)

Contemporary Theories- ERG Theory, McClelland's Theory of Needs, Goal-setting Theory, Reinforcement Theory, Flow &amp; Intrinsic Motivation Theory, Expectancy Theory.

Process theories: Vroom, Porter &amp; Lawler

Motivation: Application of the concepts in Organizations

-Management by Objectives

-Employee Recognition Programs

-Variable Pay Programs

-Skill-Based Pay Plans

-Flexible Benefits

-Special Issues in Motivation

**Recommended Books**

1. Organizational Behaviour by Fred Luthans
2. Organizational Behaviour by Stephen Robbins
3. Organizational Behaviour by Angelo Kinicki and Robert Kreitner
4. Emotional Intelligence by Daniel Goleman
5. Working with Emotional Intelligence by Daniel Goleman
6. Organizational Behaviour by Ashwathappa
7. Organizational Behaviour by Nirmal Singh
8. Understanding organization and Behaviour by Udai Pareekh
9. Organizational Behaviour by Umasekharan