

T.Y. B.Com.

Business Entrepreneurship Special Paper III

Subject Name -: Business Entrepreneurship.

Course Code -: 306 – g.

Objectives:-

- 1) To develop the Knowledge and understanding of behavioral aspects of entrepreneurship.
- 2) To acquaint students with the behavioral aspects of members of the team or employees

Term I

Unit No.	Topic	Lectures
1.	Organizational Behavior: Organization; Meaning, Definitions, Goals, Approaches. Organizational Behavior – Meaning, Definitions, Need. Nature. Importance & Scope Historical roots of OB. Organizational Behavior Models.	12
2.	Individual Behavior and Personality: Determinants of individual behavior – Personality: Meaning, Definitions, Determinants of Personality, Personality Traits, Personality Development, Emotional Intelligence, Entrepreneurial Personality.	12
3.	The study of Autobiographies of following Entrepreneurs: (1) Dr. Nilakantha Kalyani (2) Shri. D.S. Kulkarni (3) Mr. Aditya Vikram Birla (4) Shri. Dilip Narayan Borawake (5) Mrs. Jyoti Naik (Ejjat Ki Lajjat, Shri Mahila Gruh Udyog, Lijjat Papad) (6) Shri Ramesh J. Chavan-Thundered Unbottled	12
4.	Group and Group Dynamics: Meaning and Definitions of group, Classification of group, Group task Group size – Group formation process. Group Structure. Group Dynamics: Influence in Group Group Cohesion – Helping Behavior, Co – Operation and Competition Improved Work group.	12
Total		48

Term II

Unit No.	Topic	Lectures
5.	Team Building: Team - Meaning and Definitions Team v/s Group Types of team Creating high performance team Managing team	12
6.	Stress and Conflict Management: Stress – Meaning and Definitions. Types Sources and Consequences of stress Stress management – Personal and Organizational approach	12

	Conflict Management: Meaning and nature of Conflicts. Types Causes of Conflicts. Remedies to overcome the Conflicts	
7.	Motivation: Motivation at work place – Meaning and Definitions. Need & Types of Motivation Job description & Job analysis Management by Objects (MBO)– Job rotation – Job enrichment – Employee Involvement Programme	12
8.	Organizational Change and Development: Meaning and Definitions Causes of Change A Change Model Resistance to Change Strategies of Change and Development	12
	Total	48

Recommended Books

- 1) Tosi H.L., Rizzo J.R., Carrol S.J. 'Handbook of Organizational Behaviour' – Infinity Books, New Delhi.
- 2) Robbins Stephen – 'Organizational Behaviour' Prentice – Hall of India, New Delhi.
- 3) Ghandekar (Dr.) Anjali – 'Organisational Behaviour' – Everest Publishing House.
- 4) Journal: Shri. Ram Centre for Industrial Relations and Human Resources – 'Indian Journal of Industrial Relations' New Delhi.
- 5) Vyavsay Udhojyakata-Dr.Sudhakar Jadhavar Success Publication Pune
- 6) Udhojyakanchi Kartutvagatha-Dr.P,C,Shejwalkar