

B.Sc. (Fashion Design): Semester-V BFD 503: ORGANIZATIONAL BEHAVIOUR	
Teaching Scheme	Examination Scheme
Lectures: 4 hrs/Week	Class Test -12 Marks
Tutorials: Nil	Teachers Assessment – 6 Marks
Credits: 4	Attendance – 12 Marks
	End Semester Exam – 70 marks

Prerequisite: BFD 456 Minor project, BFD 551-652 Portfolio Development, BFD 651 Graduation Design Collection, BFD 503 Industrial Learning, and Internship

Course Objectives:

1. To give complete knowledge of organizational behavior.
2. To give an overview of different business ethics in fashion world.
3. To explain the concept of professional behavior in an industry or business.
4. To give knowledge of teamwork.

Detailed Syllabus:

Unit I: Introduction
Introduction: Concept, nature, scope and importance of Organizational Behavior. It's interdisciplinary nature. Hawthorne experiments.
Unit II: Perception
Definition, factors influencing and importance of perception. Perception process, perceptual errors and distortions due to stereotypes, halo effects, projection, Self-serving bias and attribution error and selective perception. Attitude: Concept of Attitude, Attitude and behavior, attitude formation, factors determining Attitude formation, Attitude measurement.
Unit III: Motivation
Importance of Motivation. Theories of motivation – Maslow's, Herzberg's, McClelland's, McGregor's theory, Merits, and demerits. Learning: Principles of learning. Factors in Human learning. Theories of Learning, Types of Reinforcement
Unit IV: Personality
Definition, factors in shaping of personality, Theory of personality development by Freud, Personality traits influencing OB.
Unit V: Inter-personal behavior
Importance of inter-personal relationships in organizations. Transactional analysis, and its applications in organizations-JOHARI window and its managerial applications Group Dynamics: Concept of Groups & team. Types of Groups. Theories of Group Formation. Life cycle of group, Group norms and roles. Leadership: Types of Leader and styles. Stress Management and counseling.

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Course Curriculum (Effective from Session 2020-21)
Bachelor of Science – (B.Sc. – Fashion Design)

Course Outcomes:

After completing the course, students will be able to:

1. To remember about the knowledge of retails.
2. To understand the knowledge Indian retail industry.
3. To apply the knowledge of implementation and maintenance of a planogram
4. To analyze about the brand experience.
5. To evaluate the knowledge of presentation of the product in the store.
6. To create about the advance knowledge of classification of retailing.

Suggested Readings:

- [DMGT552_VISUAL_MERCHANDISING.pdf](#)
- Goworek Helen, Fashion Buying, Blackwell Sciences, 2001.
- TepperBelte K. and Godnick Newton E.,
- Mathematics for Retail Buying, Fairchild, 1994.

Note: Latest edition of readings may be used

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