Wilmington University
College of Business
Basic Course Information

Course Title: Organizational Behavior
Course Number: BBM 301

I. Rationale:
Our society functions as a network of organizations: large or small, private or public, profit or non-profit; family and fun. Effective organizations have well developed cultures based on cooperative, supportive and respectful behavioral patterns among their members. Effective management and leadership of organizations require a good understanding of human behavior, both of oneself and others, and thoughtful application of individual competencies based on the behavior of people in the workplace. The long-term competitiveness of an organization comes from the skillful understanding and management of individual and team-based competencies of an organization’s members.

II. Major Instructional Goals:

Goal A: Comprehend how individual differences in personality, attitudes, and the perceptual process impact behavior in organizations.

Learning Outcomes: The student will be able to:

A-1. Explain how both heredity and environment influence personality.
A-2. Identify personality factors that affect performance.
A-3. Describe how attitudes and emotions impact behavior in the workplace.
A-4. Describe the perceptual process and identify key perceptual errors.
A-5. Understand how people from different cultures may interpret the same stimuli in different ways.

Goal B: Apply learning theories to employee performance improvement

Learning Outcomes: The student will be able to:

B-1. Explain the roles of experience, operant conditioning, and reinforcement in people's learning.
B-2. Describe social learning theory.
B-3. Apply learning theory to improve employee performance.
GOAL C: Explain the origin and effects of stress in the workplace, including the types of aggression that may manifest.

Learning Outcomes: The student will:

C-1. Explain the origin of workplace stress.
C-2. Identify the potential effects of stress, on both individuals and organizations.
C-3. Understand the individual differences that mediate people’s reactions to stress.
C-4. Apply these concepts to the management of workplace stress.
C-5. Understand how workplace stress may be manifested in aggression.

GOAL D: Define the kinds of conflicts that can occur in an organization, understand how conflict can be managed, and how culture impacts the negotiation of conflicts.

Learning Outcomes: The student will be able to:

D-1. Identify the levels of conflict that can be present in an organization and the causes of conflict at each level.
D-2. Describe how negotiation can be used to resolve conflicts and understand how to apply different negotiation strategies.
D-3. Understand how preferred negotiation approaches differ by culture and country.

GOAL E: Determine the key aspects of an organizational culture and develop an understanding of how culture affects organizational change.

Learning Outcomes: The student will be able to:

E-1. Describe types of organizational culture, and explain how cultures are formed, sustained, and changed.
E-2. Describe how organizational culture can influence ethical behaviors.
E-3. Identify reasons for organizational change and describe approaches to achieving organizational change.
E-4. Describe the key reasons for both individual and organizational resistance to change, and the managerial methods that will help promote successful change.