



Online PGDM

First Year, Trimester 1, June 2024

Course Name : Organization Behavior

Max Marks : 70

Course Code : 1103

Guidelines for End-term comprehensive assignment

You are required to choose a startup of your choice and apply the concepts of organization behavior on the same and consequently reflect on the OB model. You are expected to visit the startup premises and attach pictures of your visit in annexure.

Report format

Chapter 1: Introduction to Startup (500 words)

Chapter 2: Personality of the founder (500 words)

(Describe the personality, sources of motivation, aspirations and engagement on the job)

Chapter 3: Analysis of group behavioral patterns (500 words)

(Observe interpersonal roles of group of employees like in a departmental setting within the organization. Describe the behavior based on concepts like groupthink/ dynamics, influence tactics, conflict management, etc.)

Chapter 4: Analysis of Organizational Culture (500 words)

(Organization structure, observed power/ politics, work process, culture)

Chapter 5: Conclusion (500 words)

(Summarize the organization as a whole, from the perspective of Organization Behavior, as observed in the above chapters)

Annexure: Pictures of visit

(Two or more pics of founder and workers in action, space available, etc.)