

MODULE-4

Introduction to Organizational Behaviour

Introduction

- Organizational Behavior
Introduction, definition, history, development, fundamental principles of OB, contributing disciplines, challenges and opportunities.

What is Organizational Behavior



What is Organizational Behavior



Group of people
regularly
working together
to achieve
common goals





What is Organizational Behavior



The study of how
groups & structures
affect organizational
behavior

The OB Model

3 Levels



The Individual

Job Satisfaction

Motivation

Empowerment

Ethics, Values, A





The Organizational

Customer Service

Innovation

Quality & Productivity

Globalization

Work Environment



Disciplines Contributing to
Organisational Behaviour



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Sociology

study people in relation
to social environment
and culture

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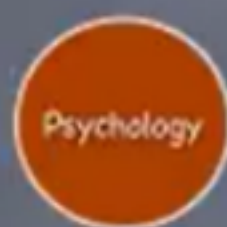


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measure, explain
sometimes change
behavior

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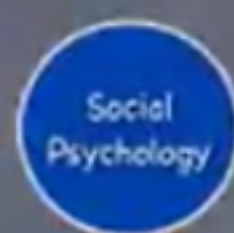


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Behavioral science
Contribution
Unit of analysis

Psychology

 Learning
 Motivation
 Personality
 Emotions
 Perception
 Training
 Leadership effectiveness
 Job satisfaction
 Individual decision making
 Performance appraisal
 Attitude measurement
 Employee selection
 Work design
 Work stress

Individual

Social psychology

 Behavioral change
 Attitude change
 Communication
 Group processes
 Group decision making

Group

Sociology

 Communication
 Power
 Conflict
 Intergroup behavior

Organization system

Anthropology

 Formal organization theory
 Organizational technology
 Organizational change
 Organizational culture

 Comparative values
 Comparative attitudes
 Cross-cultural analysis

 Organizational culture
 Organizational environment
 Power

INTRODUCTION

- Organisational behaviour (OB) is systematic study of the action attitudes that people exhibit organisations.
- It is individual behaviour and dynamics in organisations.
- Organisational variables that affect behaviour at work are also relevant study of organisational behaviour.

DEFINITION

- The term 'organisational behavior' is defined by Stephen P Robbins as a field of study that investigates the impact of individuals, groups and structures on behaviour within organisations for the purpose of applying such knowledge towards improving an organisation's effectiveness".



Nature/characteristics of OB

- Individual
- Group
- Structure
- Technology
- Environment

Goals of Organisational Behaviour

- Explain individual and group behaviour
- Predict certain behavioural responses to change
- Control behaviour



Fundamental Principles of OB

1. The Nature of People

2. The Nature of Organizations



Fundamental Principles of OB

1. The Nature of People

- Law of individual differences
 - Perception
 - A whole person
 - Motivated behaviour
 - Desire for Involvement
 - Value of the Person
-



Fundamental Principles of OB

2. The Nature of Organizations

- Social systems
- Mutual Interest
- Ethics

Challenges and Opportunities

- Responding to Economic Pressure
- Responding to Globalization
- Managing Workforce Diversity
- Stimulating Innovation and Change
- Coping with "Temporariness"
- Working in Networked Organizations
- Creating a Positive Work Environment
- Improving Ethical Behavior