

# **UNIT- I**

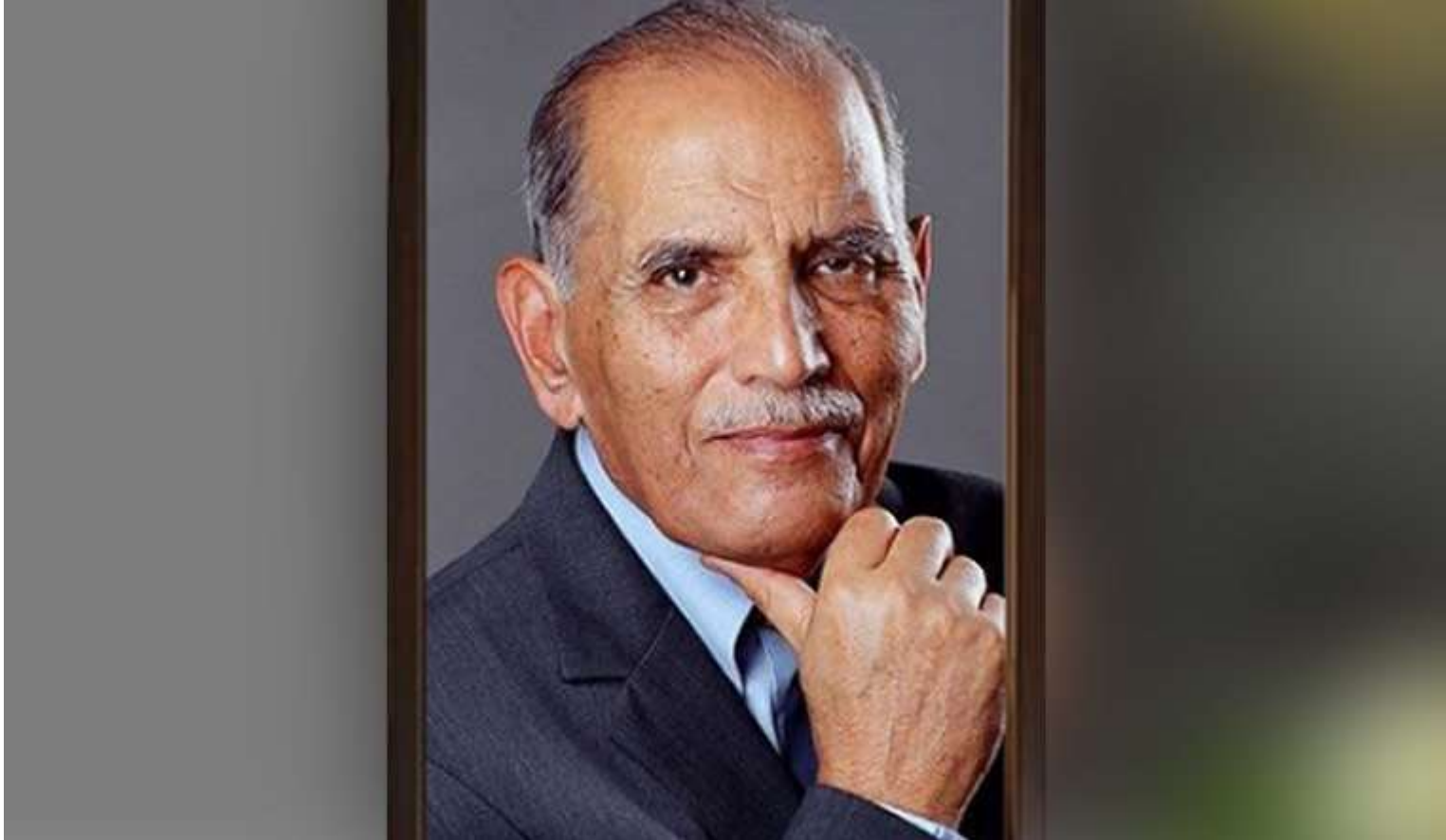
## **Introduction to Organizational Behaviour**

Lt. Dr. Dhadurya Naik M

# Concepts

- Definition of Organizational Behaviour
- Nature and Scope of Organizational Behaviour
- Opportunities of Organizational Behaviour
- Linkage of Organizational Behaviour with other disciplines
- Organizational Behaviour Models

Identify the personality ?



**Faqir Chand C Kohli**, considered as the father of Indian IT industry and Founder of TCS

# Identify the Personality?



- **Rajesh Gopinathan**
- **CEO of TCS - 21 February, 2022**
- **26% Growth**

# Definition of Organizational Behaviour

- Organizational Behaviour (OB) is defined as the systematic study and application of knowledge about how individuals and groups act within the organizations where they work.

“Organisational behaviour can be defined as the study and application of knowledge about human behaviour related to other elements of an organisation such as structure, technology and social systems.

- *L. M. Prasad,*



# Identify the Personality?





**Andy Jassy**

**Chief Executive Officer of Amazon**

***Nature of  
OB***

**Integral part of Management**

**Field of Study**

**Inter Disciplinary Approach**

**Analysis of Behaviour**

**Goal Oriented**

**Human Tool**

**Science and Art**

## *Nature of OB*

- **Integral part of Management:**

- OB is a part of general management and not the whole management.
- It represents behaviour approach to management because of importance of human behaviour in organizations.

- **Field of Study**

- OB is a field of study backed by a body of theory, research and application associated with a growing concern for people at the work place.

- **Inter Disciplinary Approach:**

- The field of OB is heavily influenced by several other behaviour sciences and social sciences.
- The prominent among these are psychology, sociology and anthropology.
- OB draws a rich array of research from these disciplines.



**Salil Parekh**

Chief Executive Officer of Infosys

## **Analysis of Behaviour:**

- OB involves three levels of analysis of behaviour –
  - Individual behaviour,
  - group behaviour and
  - behaviour of the organisation itself.

## **Goal Oriented:**

- OB is an action oriented and goal directed discipline.
- The major goals of OB are to understand, explain and predict human behaviour in the organizational context so that it may be moulded into result yielding situations.

## **Human Tool:**

- It helps in understanding and predict the human behaviour of individuals.
- It provides generalization that managers can use to anticipate the effects of certain actions on human behaviour.

## **Science and Art:**

- OB is both science as well as an art.
- The systemic knowledge about human behaviour is a science.
- The application of behavioural knowledge and skills clearly towards being an art.
- It cannot provide specific answers to all organizational problems.

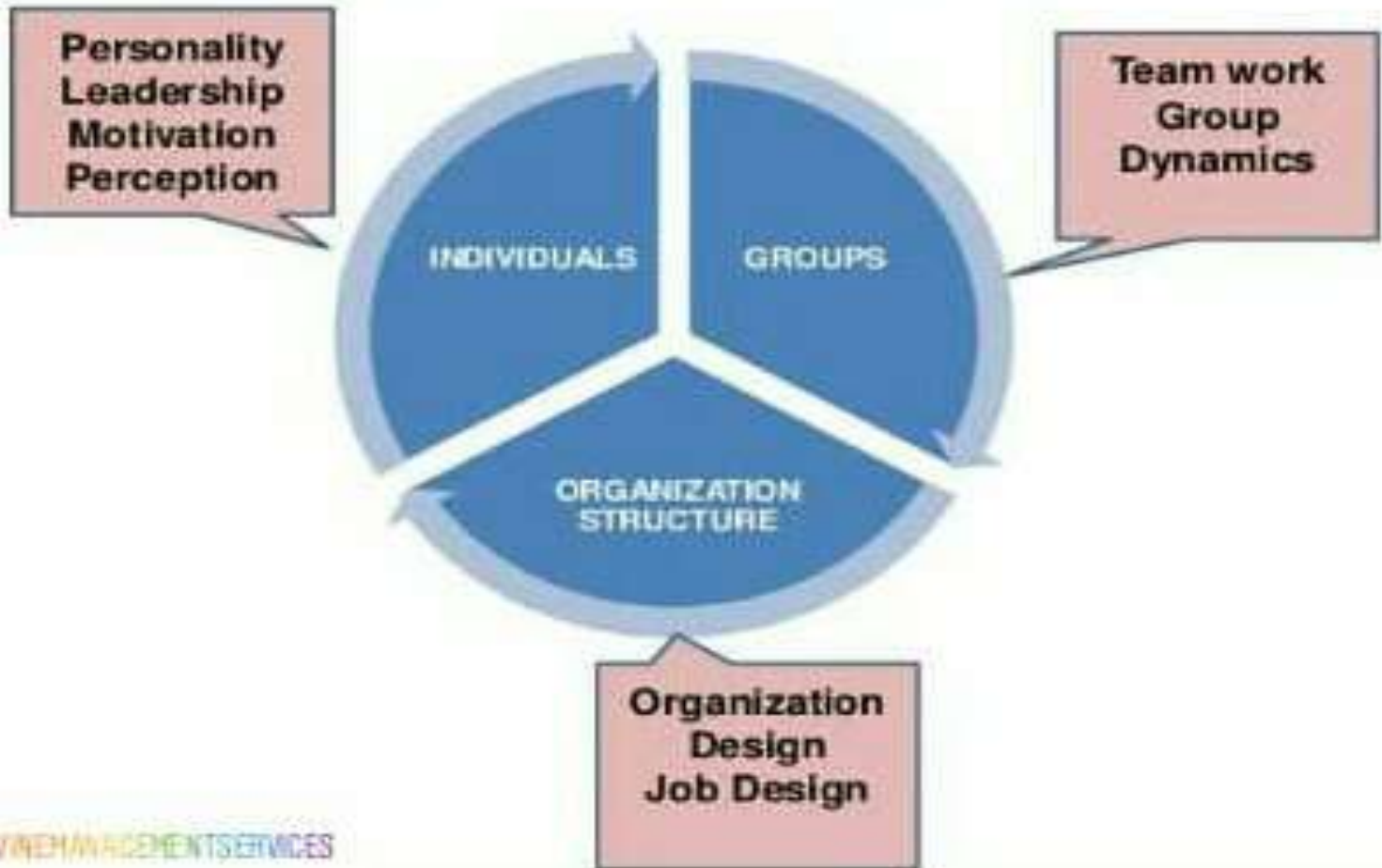


# Arvind Krishna

CEO of IBM



# Scope of Organizational Behaviour



## ***Individuals***

- Organizations are the associations of individuals.
- Individuals differ from each other in many respects.
- These individuals may come from different socioeconomic backgrounds, belong to different cultures etc.
  
- The study of individuals, therefore, includes aspects such as personality,
  - **perception**
  - **attitudes**
  - **values**
  - **job satisfaction**
  - **learning and motivation.**

- ***Groups***

- Groups is a place where the individual gets an opportunity to transfer his feelings, make friends and make common cause with others.
- Groups may be :
  - large or small,
  - formal or informal,
  - official or unofficial.
- They are dynamic.
- The efforts made by a group to achieve the objectives or goals of an organization are what group behaviour is all about.

- ***Organisation Structure***

- The structure includes the elements such as the
  - formation of organisational level hierarchy,
  - division of work,
  - scalar principles,
  - cultural change and development among others, so structure is the part of the organisation.