



## UNIT-2

### Organisational Behavior

#### Scope of Organizational Behavior (OB):

The scope of Organizational Behavior encompasses various levels of analysis, including the individual, group, and organizational levels. At the individual level, OB examines factors such as personality, attitudes, motivation, perception, and learning styles to understand how individuals behave and interact within organizations. At the group level, OB focuses on dynamics such as team formation, group cohesion, communication patterns, decision-making processes, and conflict resolution. Finally, at the organizational level, OB analyzes aspects such as organizational structure, culture, leadership styles, power dynamics, and change management processes. By exploring these different levels of analysis, OB provides a holistic understanding of human behavior within organizations and offers insights into how organizations can optimize their performance.

#### Individual Level:

**Personality:** OB examines how individual differences in personality traits influence behavior, job performance, and job satisfaction. For example, extraverted individuals might thrive in roles that involve social interaction, while introverted individuals might excel in tasks requiring deep concentration and analysis.

**Attitudes and Job Satisfaction:** OB explores how attitudes such as job satisfaction, organizational commitment, and job involvement impact employee motivation, engagement, and retention. Understanding these attitudes helps organizations design strategies to enhance employee well-being and performance.

**Motivation:** OB investigates the factors that drive employee motivation, including intrinsic and extrinsic motivators. It encompasses theories such as Maslow's hierarchy of needs, Herzberg's two-factor theory, and Expectancy Theory, which provide insights into how organizations can effectively motivate their workforce.

**Perception:** OB examines how individuals perceive and interpret their environment, including their coworkers, supervisors, and organizational policies. Perceptions influence decision-making, communication, and interpersonal relationships within the workplace.

**Learning Styles:** OB studies how individuals acquire knowledge and skills, including their preferred learning styles (e.g., visual, auditory, kinesthetic). Understanding learning styles helps organizations design training and development programs that cater to the diverse needs of their employees.



## Group Level:

**Team Formation and Dynamics:** OB explores the process of team formation, including factors such as team composition, roles, norms, and cohesiveness. It examines how teams collaborate, communicate, and make decisions to achieve common goals.

**Communication Patterns:** OB analyzes how communication flows within groups and teams, including formal and informal channels of communication. Effective communication is essential for coordinating tasks, resolving conflicts, and fostering teamwork.

**Decision-Making Processes:** OB investigates how groups make decisions, including the influence of individual preferences, group dynamics, and decision-making techniques. It examines factors such as groupthink, consensus-building, and the role of leadership in facilitating decision-making.