



Organizational Behaviour

Organizational Behavior (OB) is the study of how individuals, groups, and structures influence and interact within organizations. It provides insights into managing people and organizations more effectively.

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Guess the Topic



Teamwork

Effective teams are crucial for organizational success.



Leadership

Strong leadership is essential for inspiring and guiding employees.



Organizational Culture

A positive, engaged culture can boost morale and productivity.



1. Main Point 1
2. Main Point 2
3. Main Point 3

Overview of Organizational Behaviour

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| <p>① Definition of OB</p> <p>The study of how individuals, groups, and structures influence organizations.</p> | <p>② Importance of OB</p> <p>Enhances employee engagement, organizational effectiveness, and competitive advantage.</p> | <p>③ Applications of OB</p> <p>Improve decision making, communication, and change management in organizations.</p> |
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Need and Importance of Organizational Behaviour

1

Improved Employee Engagement

Understanding OB helps create work environments that motivate and empower employees.

2

Enhanced Organizational Effectiveness

Applying OB principles leads to better decision making, communication, and change management.

3

Competitive Advantage

OB insights enable organizations to adapt and thrive in an ever-changing business landscape.





Real-life Case Studies in Organizational Behaviour

Zappos: Revolutionizing Customer Service

Zappos' emphasis on company culture and employee engagement has transformed the online retail experience.

Patagonia: Balancing Profit and Purpose

Patagonia's commitment to sustainability and employee well-being has boosted its brand reputation and financial success.

Google: Fostering Innovation through Autonomy

Google's flexible work policies and focus on psychological safety have enabled its employees to thrive and innovate.





Factors Influencing Organizational Behavior

Organizational Factors

Structure, policies, resources, and technology shape employee behavior and performance.

Group Factors

Team dynamics, communication, and conflict resolution impact collective outcomes.

Individual Factors

Personality, perception, motivation, and learning influence individual behaviors.



Group Dynamics in Organizations

1

Formation

Groups form based on common goals, interdependence, and shared norms.

2

Cohesion

Strong group cohesion leads to increased productivity and morale.

3

Conflict Resolution

Effectively managing group conflict is key to maintaining high performance.



Test Your Learning

- 1 What is the primary focus of Organizational Behavior?
- 2 Which factor is most influential in shaping organizational culture?
- 3 What is a key benefit of effective group dynamics in organizations?

What are the factors that influence organizational behavior?

How do organizations become successful?

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Test Your Learning

- 1 What is the primary focus of Organizational Behavior?
 - a) Understanding and managing individual, group, and organizational dynamics
- 2 Which factor is most influential in shaping organizational culture?
 - c) Leadership and management practices
- 3 What is a key benefit of effective group dynamics in organizations?
 - b) Increased productivity and engagement

What are the factors that influence organizational behavior?

How do organizations become successful?

When, how, and why do organizations change? What are the factors that influence organizational behavior?

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Summary and Key Takeaways

- 1 Definition of Organizational Behavior
The study of how individuals, groups, and structures influence organizations.
- 2 Importance of OB
Enhances employee engagement, organizational effectiveness, and competitive advantage.
- 3 Key Factors Influencing OB
Organizational, group, and individual factors shape employee behaviors and outcomes.

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- Key Findings
1. Increased sales by 15%
 2. Successful product launch
 3. Positive customer feedback
 4. Expansion into new markets

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References



Recommended Books

Organizational Behavior by Stephen P. Robbins and Timothy A. Judge



Useful Websites

[Society for Human Resource Management \(SHRM\)](#)



Academic Resources

Organizational Behavior and Human Decision Processes