

# Week 1 - Introduction to OB

## MGT 30525 - ORGANIZATIONAL BEHAVIOR

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# Learning Outcomes

**At the end of this lesson, you will be able to:**

- Define OB
- See the relationship of OB with Management
- See the relationship of theory with practice
- Identify other two approaches to OB
- Describe a framework to study OB
- Identify embraces of OB
- Know influences on OB

# Define OB

*The study and understanding of individual and group behavior and patterns of structure of an organization in order to help improve its performance and effectiveness (Mullins, 2010:03)*



# Define OB.....

*It is the study of what people do in an organization and how their behavior affects the organization's performance*



## Define OB.....

*OB is a field of study that investigates the impact that individuals, groups, and structure have on behavior within organizations, for the purpose of applying such knowledge toward improving an organization's effectiveness* (Robbins and Judge, 2013:10)



# OB and Management

- A close relationship is there between OB and management theory and practice
- OB and management are synonymous, but there are many broader facets to management
- OB does not encompass the whole of management; but more in narrower interpretation of providing a behavioral approach to management

# Theory and Practice

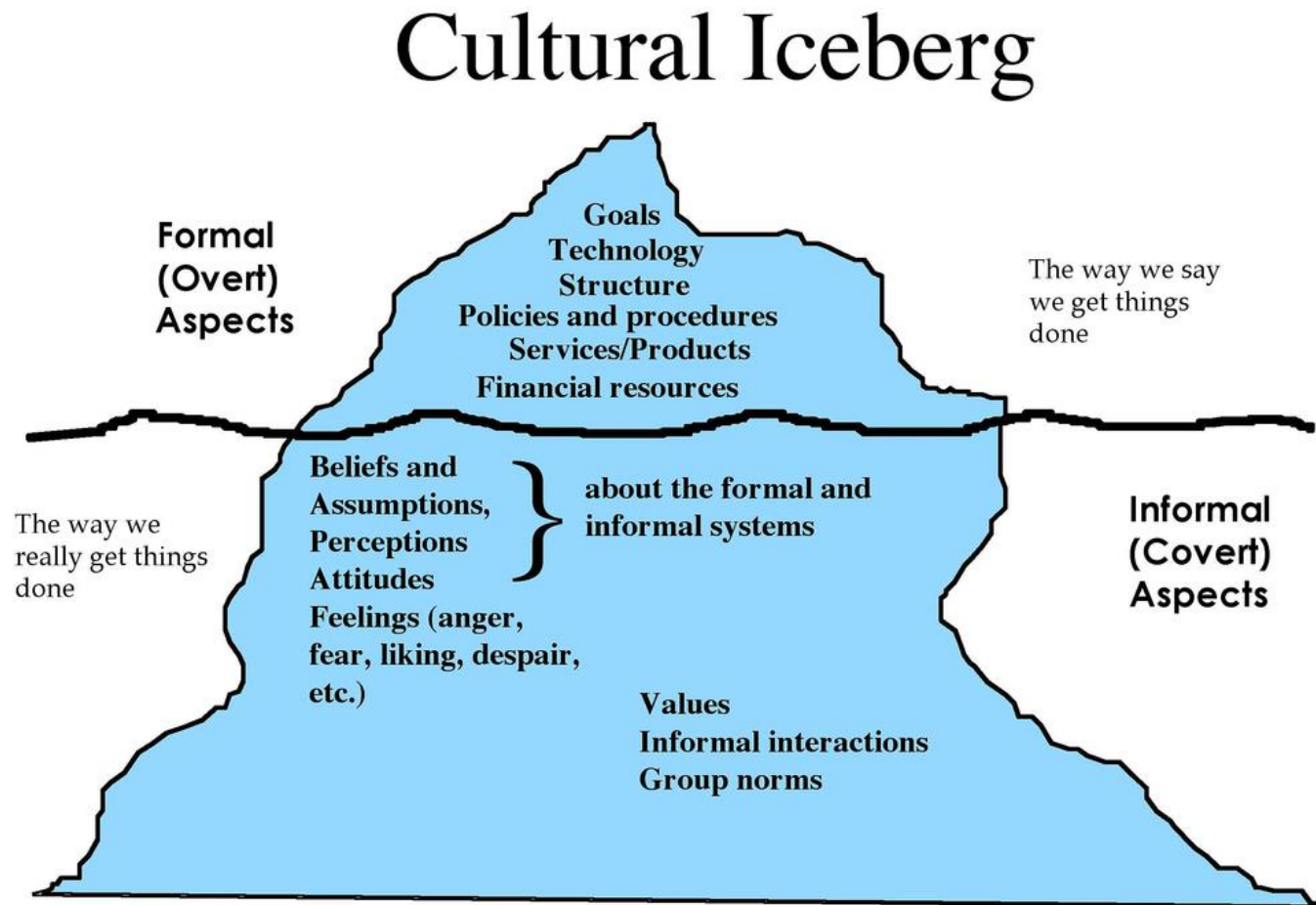
- Most managerial decisions are based on some form of theory
- Theory contains a message on how managers might behave
- Theory helps in building generalized models applicable to a range of organizations or situations

# Other Two Approaches to OB

- **The Interpretative Perspective** - views ambiguity, paradox, and contradictions as part of the natural experiences of organizations
- **The Critical Perspective** - believes that reality is very real and people have only a marginal amount of freedom, and regards management science as bogus, a means of legitimizing economic exploitation



# A Framework to Study OB



*Created by Stanley N. Herman. TRW Systems Group, 1970*

# A Framework to Study OB.....



# Embraces of OB

- Nature and purpose of the organization
- Human element and behavior of people
- Business strategy, organizational processes and execution of work
- Management process as an integrating and coordinating activity
- Social responsibilities and business ethics
- External environment
- Need for organization success and survival



# Influences on OB

**The Individual** is a central feature of OB, acting in isolation or as part of a group, in response to expectations of the organization, or as a result of the influences of the external environment

**The Group** people in groups influence each other in many ways and groups may develop their own hierarchies and leaders

**The Organization** structure is created to establish relationships between individuals and groups, to provide order and systems and to direct the efforts of the organization into goal-seeking activities

**The Environment** the organization functions as part of the broader external environment and it affects the organization through such as internationalization, technological and scientific development, economic activity, social and cultural influences and governmental actions

# Questions and Answers ??//

**Thank you very much!**

<http://www.referenceforbusiness.com/management/Ob-Or/Organizational-Behavior.html>

