

# Unit -2

# concept of OB.

- BASICALLY IT DEALS WITH THE BEHAVIOR IN THE ORGANIZATION
- FIRST BEHAVIOR OF THE INDIVIDUALS ( EMPLOYEES, MANAGERS , SUPERVISOR, AND THE WORKERS )
- SECONDLY OF THE GROUP WHICH INVOLVES THE TEAM AND GROUPS

# Phases and evolution of O.B

- Traditional phase - Behavior was not defined
- Behavioral phase - Code of conduct was there
- System Approach - system was approved and o.b was set in quantitative terms
- Contingency - Depends on the situation
- Total quality Approach - quality measurable behavioral aspect

# CORE ELEMENTS OF THE O.B

- PEOPLE
- STRUCTURE
- TECHNOLOGY
- EXTERNAL ENV - political, Economical, social , Technological

# Relationship of O. B with other fields

- Economics
- Psychology
- Sociology
- Anthropology
- Political science

# Importance of O.B

- Different task
- Different mission
- Goals and mission
- Customer service
- Goal oriented task
- Unity in diversity

# Challenges of O.B

- Globalization
- Managing workforce diversity
- Quality and production
- Employee skills
- Enforcement of employees
- Managing org change
- Maintaining ethical behavior



# Individual Behavior -

- Individual behavior of the action and reaction of the situation
- It is the overall self development in it
- It is positive and morality
- It have to be in the positive framework



# Determinants of behavior

- Family upbringing
- Schools and college
- Values and society system
- His and her self belief

# Personality - It is basically the inter and outer self of the person

Some theories of the personality are :

1. Psychoanalytical theory - Given by sigmend freud
  - ID - Hunger and thirst
  - Ego - how to fulfill these need
  - Super ego - how to make the reasoning in these needs with the need of the marriage

## 2. Social analytical theory

- Social preferences
- Society norms
- Up brought of the learning
- Thoughts and gesture
- Overall growth

# Determinants of personality -

- Biological factor
- Social factor
- Psychological factor
- Societal norms

Learning - It is the learning new skills, getting  
Knowledge of the product, process

# Learning theories

- Cognitive learning theory - this theory is of the Repitive learning and reasoning



# Social learning theory

- Learning from the Societal point of the view in respect of the good conduct of the society norms

Values - Values are global beliefs that guide actions and judgements across variety of situation

Values - Theoretical, Economical,  
Aesthetic , social , political, religious

Attitude - To have the positive and negative  
Behavior at the situation, object and thing

Cognitive component - General feeling of the person

Affective component - The total affect of that feeling on his mind, body

Behavior component - positive or negative results of the situation

Perception - The Image of the thing , object  
By person is termed as the perception



Motivation - motivation of the people by the

Financial and non financial Incentive

Financial Incentive - Salary, allowances

Non financial Incentive - perks and tours  
and packages



Motivation Theory - Mc greogor

Theory X - under this theory worker dislikes works and feel unmotivated

Theory y - under this theory , worker likes work and  
Manager also motivate him

Stress management - To reduce the stress for the working of employees and the workers

Stress cause - more work , load , fatigue, tension, conflict, etc

Techniques to overcome - Be active, mgmt games, Saturdays off, eight hours working, flexible time , yoga etc