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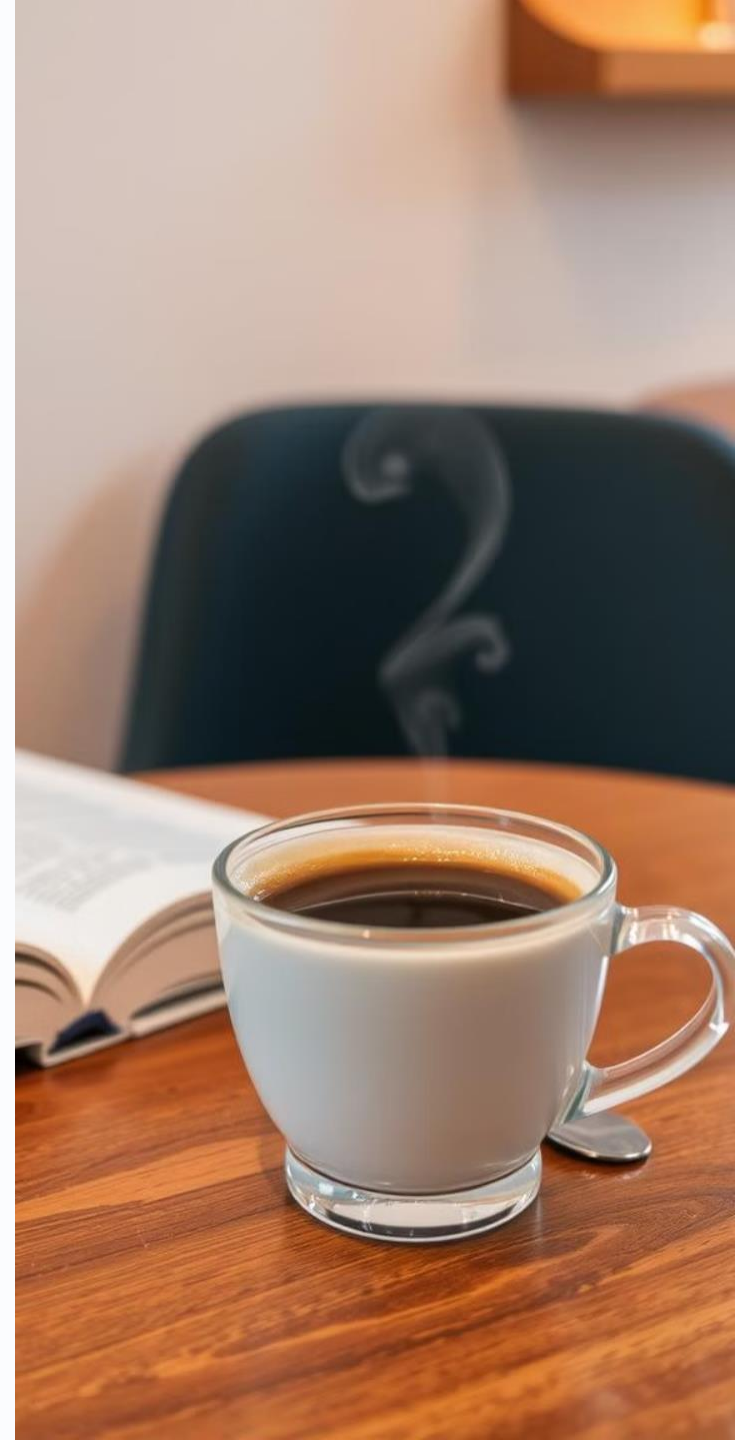
Unit-I

Basic Behavioral Concepts

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Basic Behavioural Concepts

Welcome to this presentation on the foundations of behaviour and how it applies to the world around us.



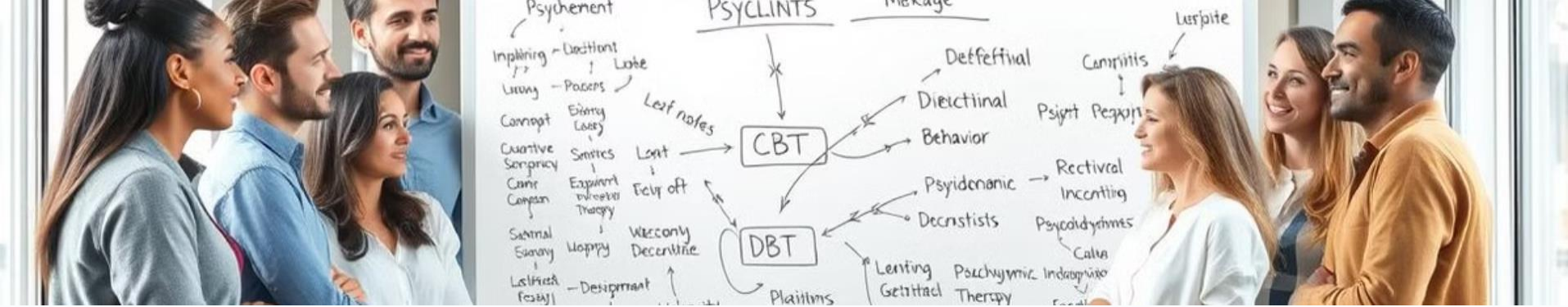
Fundamentals of Psychology

Definition and Scope

The scientific study of the mind and behaviour. It encompasses various fields like cognition, perception, emotions, personality, and social interactions.

Key Concepts

Central concepts include learning, memory, motivation, perception, and personality. These concepts provide a framework for understanding human behaviour.



Schools of Psychology

Behaviourism

Focuses on observable behaviour and environmental influences. It emphasizes learning through conditioning and reinforcement.

Cognitive Psychology

Studies mental processes like thinking, memory, and language. It explores how individuals process information and make decisions.

Humanistic Psychology

Emphasizes human potential, self-actualization, and personal growth. It recognizes the unique qualities and experiences of each individual.



Application and Functions of Psychology



Clinical Psychology

Provides therapy and treatment for mental health conditions. It helps individuals overcome challenges and improve their well-being.



Educational Psychology

Focuses on learning and teaching processes. It helps educators understand student development and design effective teaching strategies.



Industrial/Organizational Psychology

Applies psychological principles to work settings. It helps organizations improve employee performance, productivity, and job satisfaction.

Industrial Psychology



Organisational Behaviour - Concept, Meaning, Objectives

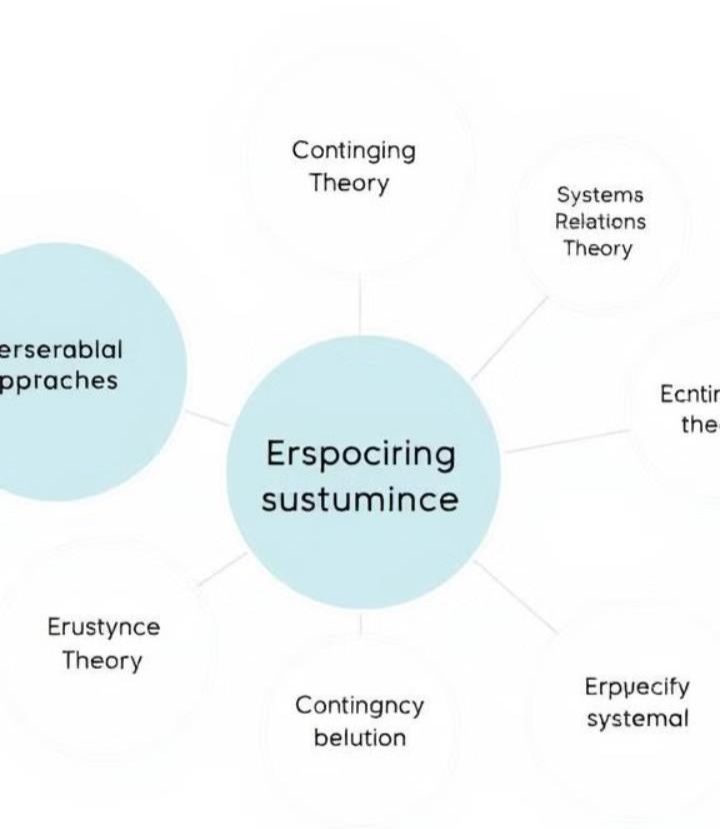
Concept and Meaning

Studies how individuals and groups behave within organisations. It examines factors that influence behaviour, such as motivation, leadership, and culture.

Objectives

To understand and predict behaviour, improve communication and teamwork, enhance motivation and productivity, and create a positive work environment.

Approaches and Models in Organisational Behaviour



1 Classical Approach

Emphasizes efficiency and scientific management. It focuses on task specialization, standardization, and hierarchical control.

2 Human Relations Approach

Recognizes the importance of human factors in the workplace, such as employee motivation, satisfaction, and interpersonal relationships.

3 Contingency Approach

Suggests that there is no one best way to manage. It emphasizes adapting management styles and practices based on specific situations and contexts.

Historical Development of Organisational Behaviour

1

Early Years (1900-1930)

The early years of organisational behaviour were marked by the rise of scientific management and the emphasis on efficiency.

2

Human Relations Era (1930-1960)

The human relations era saw a shift towards understanding human factors, such as motivation, satisfaction, and interpersonal relationships.

3

Modern Era (1960-Present)

The modern era of organisational behaviour continues to evolve, incorporating diverse perspectives and incorporating new technologies and challenges.

Organisational Behaviour



Five Anchors of Organisational Behaviour

1

Individual Behaviour

Understanding individual differences, values, perceptions, and motivations.

2

Group Behaviour

Examining group dynamics, teamwork, leadership, and conflict resolution.

3

Organisational Processes

Exploring organizational structures, communication, decision-making, and change management.

4

Organisational Culture

Analyzing the shared values, beliefs, and norms that influence behaviour within organizations.



Conclusion and Key Takeaways

Organizational Behaviour is a complex and dynamic field, providing valuable insights for understanding, predicting, and influencing behaviour in organizations. By embracing a holistic approach, focusing on individual and group dynamics, and adapting to evolving contexts, individuals and organizations can thrive and achieve their goals.

Fundamentals of Psychology: Schools, Applications, and Functions

Psychology is the scientific study of behavior and mental processes. It has several schools of thought, which represent different ways of understanding human behavior:

Schools of Psychology:

- **Structuralism:** Founded by Wilhelm Wundt, structuralism focuses on breaking down mental processes into their most basic components. It used introspection as its primary method of study.
- **Functionalism:** Led by William James, functionalism emphasizes the functions of the mind and how it helps individuals adapt to their environment.
- **Behaviorism:** This school, associated with John B. Watson and B.F. Skinner, focuses on
- **Gestalt Psychology:** This approach, led by figures like Max Wertheimer, emphasizes that the whole is greater than the sum of its parts. It studies perception and problem-solving.
- **Psychoanalysis:** Developed by Sigmund Freud, psychoanalysis explores the unconscious mind and how it influences behavior.
- **Humanistic Psychology:** Founded by Carl Rogers and Abraham Maslow, this approach emphasizes human potential, self-actualization, and individual choice.

Applications of Psychology:

Psychology is applied in various fields, including education, clinical practice, counseling, health, forensic psychology, sports, and business.

Functions of Psychology:

- Description:** Identifying and understanding behaviors.
- Explanation:** Understanding the causes and reasons behind behavior.
- Prediction:** Anticipating how individuals will behave in certain situations.
- Control:** Modifying behavior to achieve desired outcomes.

Objectives of Organizational Behavior (OB)

The key objectives of OB are:

- Improving Productivity:** Enhancing employee performance and efficiency.
- Increasing Job Satisfaction:** Promoting a positive work environment to boost morale.
- Developing Leadership:** Identifying and training effective leaders within the organization.
- Fostering Innovation:** Encouraging creativity and innovation within teams and individuals.
- Effective Communication:** Promoting open and clear communication within the organization.

Approaches to Organizational Behavior

- **The Classical Approach:** Focuses on structure and control, often associated with scientific management by Frederick Taylor. It emphasizes efficiency through hierarchy, standardization, and specialization.
- **The Human Relations Approach:** Focuses on the social aspects of work, arguing that employee satisfaction and motivation lead to higher productivity. This approach was developed through the Hawthorne studies.
- **The Behavioral Approach:** Builds on the human relations approach and uses behavioral science techniques to improve the workplace.
- **The Contingency Approach:** This approach argues that there is no one-size-fits-all solution to management and organizational problems. The best course of action depends on the specific situation.
- **The Systems Approach:** This approach views the organization as a system with interrelated parts, including both the employees and the environment.

Models of Organizational Behavior

- **The Autocratic Model:** Employees are controlled by managers, and the primary motive is power. Managers make decisions without input from employees.
- **The Custodial Model:** This model focuses on employee welfare and financial security. It assumes that employees will work well if they are provided with job security and benefits.

- **The Supportive Model:** Managers provide support to employees, focusing on motivation and personal growth.
- **The Collegial Model:** Encourages a partnership between managers and employees, with a focus on collaboration and shared responsibility for success.
- **The System Model:** This model views the organization as a system in which employees and management are part of an interconnected whole, focused on achieving organizational goals.

Historical Development of Organizational Behavior (OB)

- **Early Beginnings:** OB has its roots in the early 20th century, with the development of scientific management and the work of early psychologists like Frederick Taylor and Elton Mayo.
- **The Hawthorne Studies (1920s-1930s):** These studies revealed the importance of social factors in the workplace, particularly the effect of group dynamics on individual performance.
- **Post-World War II:** During this time, OB expanded with the rise of human relations theory, and ideas like Maslow's hierarchy of needs and Herzberg's motivation-hygiene theory gained prominence.
- **The 1970s and Beyond:** OB continued to evolve, with a greater emphasis on understanding organizational culture, power, leadership, and organizational change. It became a multidisciplinary field, incorporating elements of sociology, psychology, and management theory.

Five Anchors of Organizational Behavior

The five anchors of organizational behavior provide a foundation for understanding and applying OB principles:

- **Multidisciplinary Anchor:** OB draws on knowledge from various disciplines, including psychology, sociology, economics, and anthropology.
- **Interdisciplinary Anchor:** OB integrates theories and approaches from different fields to create a comprehensive understanding of organizational behavior.
- **Contingency Anchor:** This principle asserts that there is no one-size-fits-all approach to managing organizations; the best practices depend on the situation and context.
- **Humanistic Anchor:** Focuses on the value of people within organizations, emphasizing individual dignity, self-esteem, and personal growth