

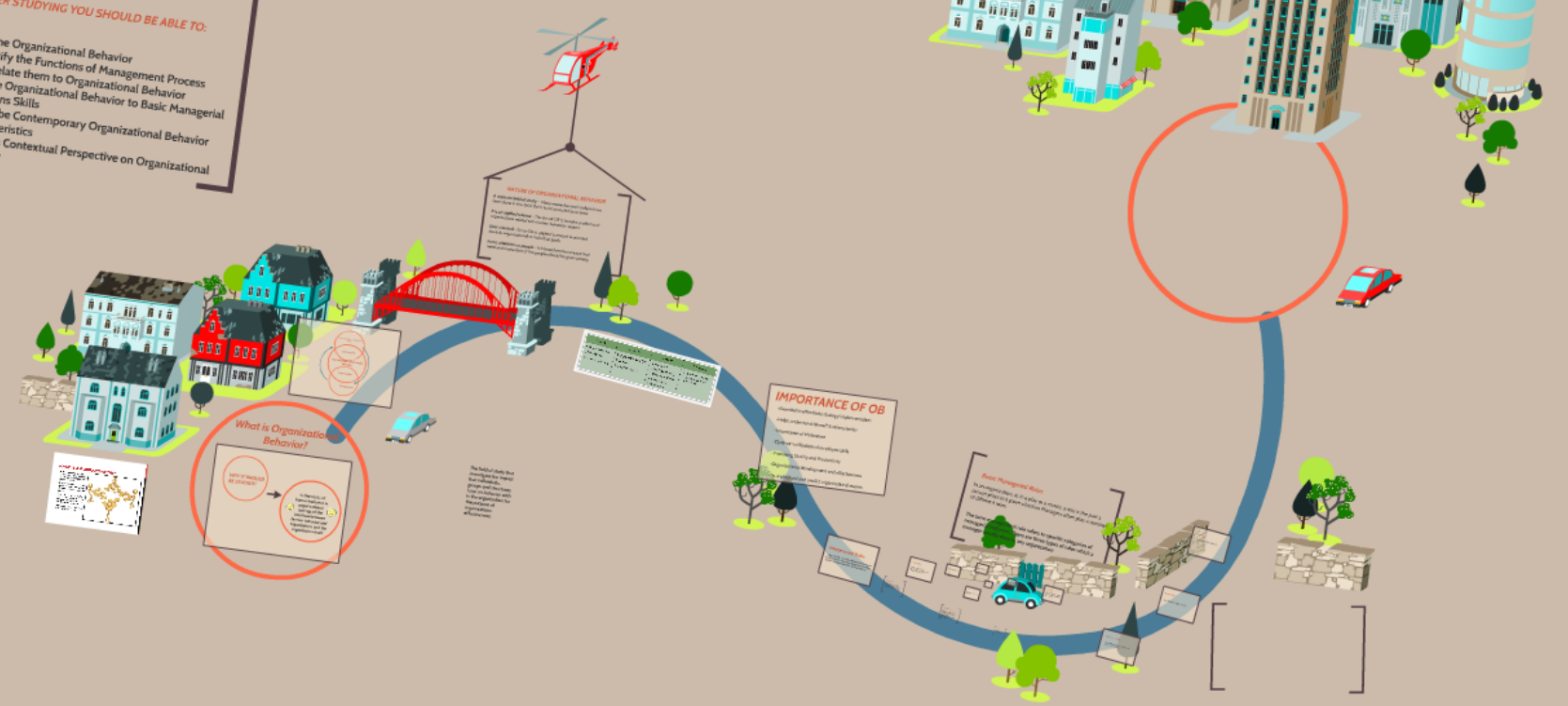
Organizational Behavior

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Objectives:

AFTER STUDYING YOU SHOULD BE ABLE TO:

- Define Organizational Behavior
- Identify the Functions of Management Process and Relate them to Organizational Behavior
- Relate Organizational Behavior to Basic Managerial Roles and Skills
- Describe Contemporary Organizational Behavior Characteristics
- Discuss Contextual Perspective on Organizational Behavior



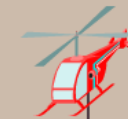
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NATURE OF ORGANIZATIONAL BEHAVIOR

A separate field of study - Many researchers and analysts are working on this field. But it is not straightforward as it is an interdisciplinary. The area of OB is the study of organization related with human behaviour aspect.

Goal oriented - OB is a goal oriented concept to know how to improve organization and its performance.

Focus attention on people - It is based on the concepts that focus on the behavior of the people (individual, group, organizational).

IMPORTANCE OF OB

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