

Organizational Behaviour (OB) studies how individuals, groups, and structures influence behavior within organizations to improve effectiveness. Understanding OB is crucial for navigating 21st-century workplace challenges and enhancing personal and professional life. OB draws from psychology (individual behavior), sociology (group dynamics and organizational systems), social psychology (interpersonal influence), anthropology (cultural impact), and political science (power dynamics). These disciplines contribute to understanding various aspects of organizational life, from individual motivation and job satisfaction to group communication and organizational culture. The Competing Values Framework (CVF) helps analyze organizational behaviors and beliefs based on internal/external focus and stability/flexibility, allowing leaders to understand and manage cultural shifts for desired outcomes. Organizations are defined as consciously coordinated social units with a common goal. Studying OB helps individuals understand themselves, work effectively in teams, and potentially pursue managerial or entrepreneurial roles.