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*Shaping Lives...
Empowering Communities...*

Scope of OB

The scope of OB includes the study of individuals, groups and organisation.

- **Individuals:-** The study of individuals includes aspects such a personality, perception, attitudes, values, job satisfaction, learning and motivation.
- **Groups:-** The study of groups includes aspects such a group dynamism, group conflicts, communication, leadership, power and politics.
- **Organisation:-** The study of organisation includes aspects such as structure, culture, change and development.



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Key elements of OB

- 1. People:-** The subject matter of OB begins with people. People have much in common, yet they differ in intelligence, personality etc. So one formula cannot be adopted for dealing with all employees and has to treat differently.
- 2. Structure:-** The formal relationship of people in organisations is called structure. Different jobs are required to accomplish the goals of the organisation. For example, there are managers, accountants and assemblers. All these people perform different jobs at different levels have to be related in some structural way so that their work can be effectively coordinated.



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3. Technology:- The machines, tools and methods of production along with the technical know-how and skills indicating the human face of technology compose the technology component.

4. Environment:- All organisations operate within a given internal and external environment. An organisation is a part of a larger system that contains other factors such as government and other organisations. All of these mutually influence one another. Thus organisations are influenced by the environment.



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Major disciplines and their contribution to OB

OB is an applied behavioural science. It has drawn heavily from a number of applied behavioural sciences such as

Psychology

Sociology

Anthropology

Economics

History

Political science, Engineering and Medicine.