

Introduction

Organizations of various types represent one of the fundamental pillars upon which modern economic and social life is built. They play a central role in organizing resources, providing services, and achieving development. With the increasing complexity of organizational environments and the diversity of work patterns, it has become essential to give greater attention to the human element—not merely as a factor of production, but as a main driver that influences and is influenced by the overall performance of organizations.

In this context, *Organizational Behavior* (OB) emerges as a scientific field that aims to understand and analyze the behavior of individuals and groups within the workplace. It studies the various factors affecting such behavior, including motivation, attitudes, values, leadership, communication, and organizational culture. The importance of OB lies in the fact that it provides both scientific and practical tools that enable organizations to predict, manage, and guide employee behavior toward achieving optimal performance.

Studying OB is therefore a crucial entry point for improving the work environment and enhancing organizational efficiency, as it plays a central role in supporting job performance and ensuring that organizational goals are achieved with efficiency and effectiveness.

Course Description

- **Academic Year:** 2025–2026
- **Level:** Master Business Administration
- **Semester:** First one.
- **Module Type:** Core
- **Credits:** 5
- **Coefficient:** 2
- **Evaluation Method:** 40% lectures + 60% tutorials (assignments, research papers, midterm and final exams).

Course Objectives

The course aims to:

1. Develop students' knowledge of organizational behavior by analyzing both theoretical and practical aspects in the field of business.

2. Enable students to connect OB concepts with their specialization, particularly Human Resource Management, and understand the importance of OB in enhancing both individual and organizational performance.
3. Provide students with the ability to analyze, evaluate, and distinguish between positive and negative organizational behaviors, in order to treat or reinforce them depending on their impact on performance.

Lecture Schedule (Main Topics)

1. **Introduction:** Organization and Management as an Entry Point
2. **Unit One:** The Nature of Organizational Behavior
3. **Unit Two:** Theories Explaining Organizational Behavior
4. **Unit Three:** Personality and Organizational Behavior
5. **Unit Four:** Values and Attitudes
6. **Unit Five:** Motivation and Incentives
7. **Unit Six:** Perception and Organizational Learning
8. **Unit Seven:** Work Group Behavior
9. **Unit Eight:** Managing Organizational Conflict
10. **Unit Nine:** Managing Organizational Change
11. **Unit Ten:** Job Satisfaction
12. **Unit Eleven:** Organizational Citizenship Behavior
13. **Unit Twelve:** Organizational Commitment
14. **Unit Thirteen:** Organizational Creativity and Innovation
15. **Unit Fourteen:** Organizational Culture