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# *Organizational Behavior:*

*An Integrated, Applied Approach*

First Release

**I hear from employers that students need better communication skills, especially in-person communication skills. How will that be addressed in the text?**

Our communication chapter stands out by adopting a problem-solving approach to communication, positioning it as a tool for achieving organizational goals. It emphasizes career readiness by integrating four self-assessments focused on empathy, listening, defensive communication, and digital communication. Each assessment includes a detailed feedback report with actionable developmental recommendations to help students enhance their communication skills.

**How much baseline knowledge do students REALLY need to use this text?**

While a prior course in Principles of Management is helpful, students can succeed without it, thanks to the product's clear structure and design. To minimize instructor preparation, the Teaching Resource Manual (TRM) offers a turnkey solution for implementing active learning. Additionally, we will provide instructor videos on using the TRM, teaching the five Ds problem-solving process, and case teaching tips. A student-focused video will also be available to provide guidance on learning effectively from cases.

**How do you incorporate AI into this course?**

Chapter 16 is dedicated to Big Data and AI, with examples of AI seamlessly integrated throughout the text. Each chapter concludes with **"Integrate It with AI"** exercises designed to enhance students' ability to collaborate with generative AI tools. Additionally, AI-based group exercises are included in the Teaching Resource Manual for every chapter, providing instructors with practical tools to foster active learning and teamwork.

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## ***Applying OB: A Practical, Integrated Approach***

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**FAQ**

### **Were AACSB standards considered when creating the content within the new product?**

Our product supports the AACSB standard of Learner Success by fostering higher-order thinking skills; incorporating current and relevant content; adopting an integrative approach; promoting awareness of cultural and individual differences; and encouraging lifelong learning. Instructors can utilize data from our pre- and post-tests on analytical, critical, and creative thinking skills to meet assurance of learning standards. Additionally, our unique Teaching Resource Manual (TRM) enhances active learning strategies for instructors, aligning with the AACSB standard of Teaching Effectiveness.

### **How do you make sure to introduce the impact of individual characteristics on organizational outcomes?**

The concept of individual differences is integrated throughout this product in multiple ways. First, the book is conceptually grounded in an Input-Process-Output (IPO) taxonomy, emphasizing that poor inputs (e.g., flawed data or research) lead to ineffective processes and outcomes. Individual differences are highlighted as a key input (see Chapter 2), encouraging students to consider their role in problem-solving. Additionally, the IPO model is applied in every chapter, where students practice solving problems in the final section and the chapter-closing case. Beyond this framework, Chapters 3 and 4 are entirely dedicated to exploring a range of individual differences.

### **Does the textbook include autograded activities, case studies, and simulations? How long are the activities, and what classroom dynamics should instructors aim to create?**

Our product offers a diverse range of activities designed to enhance students' knowledge, higher-order thinking, and problem-solving skills. Activity durations vary, with some requiring just a few minutes and others demanding more in-depth focus. The product features Application-Based Activities (simulations), current and highly relevant end-of-chapter cases, and a variety of interactive, autograded activities within the McGraw Hill Connect® platform. Designed to foster a highly interactive and engaging classroom environment, this product promotes active learning and student engagement.

### **How is this product different from others on the market?**

We are thrilled to introduce a groundbreaking Organizational Behavior (OB) product that stands apart from anything currently available. Our integrative, problem-solving approach goes beyond memorization, empowering students to apply OB concepts to real-world challenges through repeated practice and skill-building opportunities. By focusing on the most relevant OB content for problem solving, we offer a diverse array of self-assessments, cases, and exercises designed to develop critical career-readiness competencies.