

Unit-1

Importance

- Systematic approach required to handle business at large scale.
- Required to get maximum output from employees using leadership techniques, motivation etc.
- Handle heterogeneous people working together and solve problems of every individual.
- Keep employees happy as they are greatest asset.
- Due to knowledge economy and IT based jobs decline of unions, so organization need to take care of employees.

Perception

Perception is how people perceive about to same situation in different ways and interpret the given situation information to give meaning to their environment.

A person with positive attitude usually have positive perception towards different situation.

Factors Affecting Perception

- 1) Perceiver: A person engaged in the process of perception, by interpreting and making sense of the given information.
Attitude, motive, interest, experience, expectation, self-control

Attitude (positive/negative), Motive (unsatisfied needs which one desires to fulfill), Interest (when inclined towards something, we work for it)

- 2) Situation: It can have a powerful effect as a specific situation result in affecting the behaviour in a specific way.
- It includes Time (first impression can impact someone's image, one's behaviour might seem inappropriate in some conditions while not in other times and behaviour can improve or deteriorate over time)
 - Work Setting (culture of organization may impact how they value employees and work culture leading people to work together and effectively & work load and stress can affect employee behaviour along with the physical environment like facilities, comfort etc.)
 - Social Setting (how the unwritten rules can be it formal or casual, whether people support each other or do politics)
- 3) Target: Personal or organisational goals will affect the individual behaviour.
- Goal (can influence behaviour by a goal to achieve)
 - Incentive (help in motivating people change their behaviour to do something)

- Perception (targets can change behaviour by changing how individual perceive themselves or surroundings)

Perceptual Organization

We perceive different stimuli not as separate elements but as an organized whole.

Law of Prägnanz state our brain try to perceive given info in simplest form.

We try to segregate figure from the background, figure is something which stands out from the rest in the presented object.

Principles:

- Proximity: elements that are close or placed together are perceived together.
- Similarity: elements which are similar are perceived together.
- Closure: we try to fill the gaps in figures to perceive them as complete.
- Continuity: we tend to see figures as smooth and continuous.
- Common Fate: elements are perceived as unit if they move together.

Perceptual Error

The inability to judge humans, things or situations correctly. Not seeing the reality as it is.

Personality

Personality is the combination of characteristics and qualities that forms a person's unique identity.

Factors affecting Personality

There are 5 factors: heredity, brain, self-esteem, socialization and Person-Situation Interaction.

1. Heredity

Characteristics passed from one generation to next.

2. Brain

Brain influences how we think which directly shapes our personality.

3. Self-Esteem

Self-confidence impacts behaviour as having self-confidence results in positive attitude and satisfaction while lacking it results in negative attitude.

4. Socialization Process

Personality depends on socialization skills of a person as an introvert has a dull personality.

5. Person-Situation Interaction

Personality depends in which situation and with who is a person interacting as it might differ.

Personality Theories

- Psychoanalytic
- Socio-Psychological
- Trait
- Self

i. Psychoanalytic Theory

It says that behaviour is more affected by unconscious forces than by conscious and rational thoughts.

Three aspects that affect personality are Id, Ego and Superego.

Id operates on pleasure principle and seeks fulfillment of biological & instinctual needs.

As individual matures, he learns to control the Id, using Superego.

Ego is the conscious & logical part and keeps a check on the unconscious needs of Id using intellect & reason.

Superego works on perfection principles and provides rules to ego to determine what is morally right.

2. Socio-Psychological Theory

This is based on interdependence of individual and society.

Individual strives to meet the needs of the society while society helps individual to attain his goal. Out of the interaction of both, the personality is determined.

3. Trait Theory

Trait means unique characteristic that forms part of your personality.

This theory suggests that personality of an individual is composed of definite characteristics called traits.

There are 3 assumptions:

- Traits are common to many individuals but extent of it vary individual to individual.
- Traits are stable and exert effects on behaviour fairly irrespective of environment.
- Traits are indicators of how a person will behave.

4. Self Theory

This suggests that individual's behaviour

and personality is influenced by self-concept

There are 4 factors in self-concept:

- a) Self image: how a person think who he/she is
- b) Ideal Self: way a person would like to be.
- c) Looking Glass Self: Thinking how others think of us.
- d) Real Self: how ~~we~~^{he} really is.