INDUSTRIAL MANAGEMENT AND PSYCHOLOGY

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BY

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CO's	Course outcomes
CO1	Describe the nature and importance of management, functions of management, theories of management-taylor's.
CO2	Designing organizational structures: Departmentation and decentralization, types of organization structures.
CO3	Explain Human Resources Management (HRM): evolution of HRM, basic functions of Hr manager: manpower planning, recruitment.

COs	Course Outcome
CO4	Discuss the concept of Definition, goals, fields and applications, development of psychology from middle 19th century, psychology in ancient India.
CO5	Use Applications of psychology to disadvantaged groups, problems of social integration.

UNIT-I
INTRODUCTION TO MANAGEMENT

CLOs	Course Learning Outcome
CLO1	Describe the nature and importance of management, functions of management, theories of management-Taylors.
CLO2	Summarize the concept of scientific management theory,Fayol's principles of management Maslow‘s theory of human needs.
CLO3	Analyze the concepts Douglas McGregor's theory x and theory y, two factor theory, leadership styles
CLO4	Use the concept social responsibilities of management.

Introduction to Management

- When human being started group activities for the attainment of same common objectives whenever a group formed and a group activity is organized to achieve certain common objectives management is needed to direct, co-ordinate and integrate the individual activities of a group and secure teams work to accomplish organizational objectives.
- The objectives of all business are attained by utilizing the scare resources like men, materials, machines, money etc.
- In process of management, a manage uses human skills, material resources and scientific methods to perform all the activities leading to the achievement of goods.

DEFINITION:

- “Management is knowing exactly what you want men to do and then seeing that they do it the best and cheapest ways”.

- F.W.Taylor “Management is defined as the creation and maintenance of an internal environment in an enterprise where individuals working together in groups, can perform efficiently and effectively towards the attainment of group goals”.

NATURE AND IMPORTANCE OF MANAGEMENT

- Multidisciplinary
- Dynamic nature of principle
- Relative, not absolute principles:
- Management Science or Art:
- Management as profession

CHARACTERISTICS OF MANAGEMENT

- Setting goals for organizations:
- Awareness of opportunities and resources:
- Management is transformation process
- System of authority: System of authority means a hierarchy of command and control. Managers at different levels possess varying degrees of authority.
- Co – Ordination:
- Management is Dynamic:
- Management is decision making:
- Management is a profession:

LEVELS OF MANAGEMENT

- Top Management
- Upper Middle management
- Middle Management
- Lower Management
- Operating Force or Rank and file workmen

FUNCTIONS OF MANAGEMENT

- PLANNING
- ORGANISING
- STAFFING
- DIRECTING
- CONTROLING
- COORDINATION
- DECISION MAKING

Taylors Scientific Management Theory

Scientific Management

- The systematic study of the relationships between people and tasks for the purpose of redesigning the work process for higher efficiency.
  - Defined by Frederick Taylor in the late 1800's to replace informal rule of thumb knowledge
  - Taylor Sought to reduce the time a worker spent on each task by optimizing the way the task was done

FAYOLS PRINCIPLE OF MANAGEMENT

Division of labour : Allows for job Specialization

- Fayol noted jobs can have too much specialization leading to poor quality and worker dissatisfaction.

Authority and Responsibility

- Fayol included both formal and informal authority resulting from special expertise.

Unity of command

- Employees should have only one boss

Line of Authority

- A clear chain of command from top to bottom of the firm

Centralization

- The degree to which authority rests at the top of the organization

Unity of direction

- A single plan of action to guide the organization.

Equity

- The provision of justice and the fair and impartial treatment of all employees.

Order

- The arrangement of employees where they will be of the most value to the organization and to provide career opportunities.

Initiative

- The fostering of creativity and innovation by encouraging employees to act on their own.

Discipline

- Obedient, applied , respectful employees are necessary for the organization to function

Remuneration of personnel

- An equitable uniform payment system that motivates contributes to organizational success

Stability of tenure of personnel

- Long term employment is important for the development of skills that improve the organization's performance.

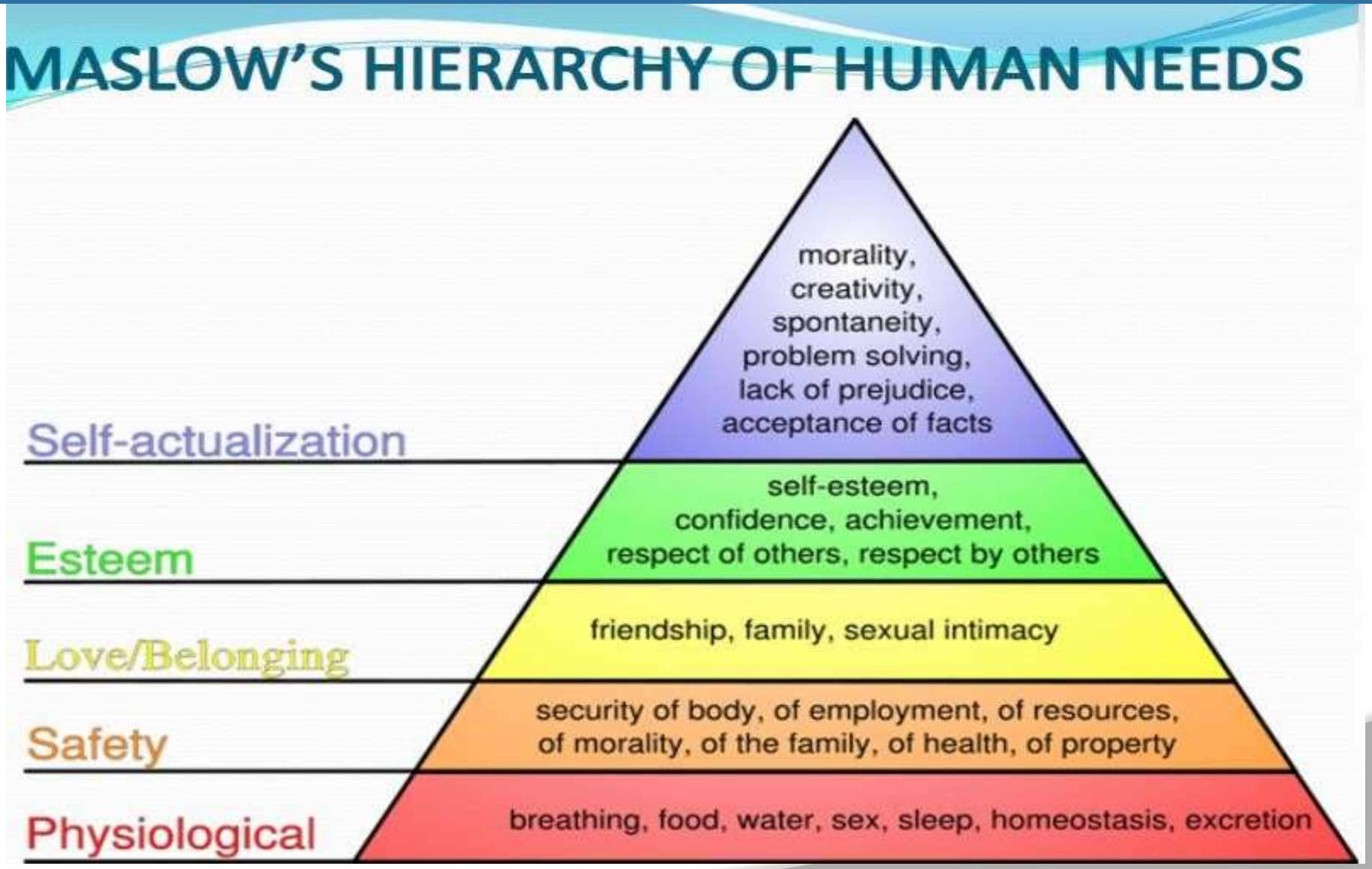
Subordination of individual interest to common interest

- The interest of the organization takes precedence over that of the individual employee

Esprit de corps

- Comradeship, shared enthusiasm foster devotion to the common cause(organization)

MASLOW'S THEORY OF HUMAN NEEDS



MASLOW'S THEORY OF HUMAN NEEDS

- **MASLOWS' NEED HIERARCHY OF MOTIVATION**
  - ABRAHAM MASLOW Theory of Human Motivation

The basis of Maslow's theory is that human beings are motivated by unsatisfied needs, and that certain lower needs need to be satisfied before higher needs can be satisfied.

DOUGLAS MCGREGOR'S THEORY X AND Y THEORY

Theory X and Theory Y

- Douglas McGregor proposed the two different sets of assumptions about workers.
  - Theory X assumes the average worker is lazy, dislikes work and will do as little as possible.
    - Managers must closely supervise and control through reward and punishment.
  - Theory Y assumes workers are not lazy, want to do a good job and the job itself will determine if the worker likes the work.
    - Managers should allow workers greater latitude, and create an organization to stimulate the workers.

- **Theory X and Theory Y** are theories of human motivation created and developed by Douglas McGregor at the MIT Sloan School of Management in the 1960.

- They describe two contrasting models of workforce motivation.

- Theory X and Theory Y have to do with the perceptions managers hold on their employees, not the way they generally behave. It is attitude not attributes.

Theory X

- Theory X assumes that employees are naturally unmotivated and dislike working, and this encourages an authoritarian style of management. According to this view, management must actively intervene to get things done. This style of management assumes that workers:

- Dislike working.
- Avoid responsibility and need to be directed.
- Have to be controlled, forced, and threatened to deliver what's needed.
- Need to be supervised at every step, with controls put in place.
- Need to be enticed to produce results; otherwise they have no ambition or motivation to work.

Theory Y

- Theory Y shows a participation style of management that is de-centralized.
- It assumes that employees are happy to work, are self-motivated and creative, and enjoy working with greater responsibility.
- Take responsibility and are motivated to fulfill the goals they are given.
- Seek and accept responsibility and do not need much direction.
- Consider work as a natural part of life and solve work problems imaginatively.

Comparing Theory X and Theory Y

- **Motivation**

Theory X assumes that people dislike work; they want to avoid it and do not want to take responsibility. Theory Y assumes that people are self-motivated, and thrive on responsibility.

- **Management Style and Control**

In a Theory X organization, management is authoritarian, and centralized control is retained, while in Theory Y, the management style involves employees in decision making, but retains power to implement decisions.

TWO FACTOR THEORY

Two Factor Theory of Motivation

Motivators

Achievement
Recognition
The work itself
Responsibility
Advancement
Growth

Hygiene Factors

Company policies
Supervision
Relationships
Work conditions
Remuneration
Salary
Security

LEADERSHIP STYLES

Here are few most common leadership styles:

Coach. A coaching **leader** is someone who can quickly recognise their team members' strengths, weaknesses and motivations to help each individual improve.

Visionary.

Servant.

Autocratic.

Laissez-faire or hands-off.

Democratic.

Pacesetter.

Transformational.

Leadership Styles

SOCIAL RESPONSIBILITIES OF MANAGEMENT

Social responsibility refers to the process with includes several activities from providing safe products and services to giving a portion of the company‘s profits to welfare organizations.

Responsibility towards shareholders:

The business enterprise has the responsibility to provide fair return on capital to the share holders. The firm must provide them regular, accurate, and full information about the working of enterprise in order to fulfil and encourage their interest in the affairs of the company.

Responsibility towards consumers:

The management has to provide quality products and services to the customers at reasonable prices. It should consider customer suggestions and also plan it services more effectively through consumer satisfaction survey.

Responsibility towards employees:

Good working conditions motivate workers to contribute their best it is the responsibility of the management recognize their unions and respect their right to associate with a union of their choices.

Responsibility towards creditors:

The business has to repay the loans it has taken from the financial institutions as per there payment schedule ,also it should inform the creditors about the developments in the company from time-to time.

Responsibility towards Government:

The business firm has to pay its taxes and be fair in its endeavours. It should also support the government in community development projects.

Responsibility towards competitors:

The business firm should always maintain the highest ethical standards and maintain cordial relations with each of the competitors, which is a critical and sensitive segment.

Responsibility towards public:

Business units have tremendous responsibility towards the general public to support the cause of community development. Most of the companies maintain public relations departments exclusively to maintain good relations with the community.

Philanthropic Dimension

- Business's contributions to society
- Strategic philanthropy
  - Charitable trusts
  - Microsoft companies

UNIT-II
ORGANIZATIONAL STRUCTURES

CLOs	Course Learning Outcome
CLO5	Designing organizational structures: Departmentation and decentralization, types of organization structures.
CLO6	Understand line organization, line and staff organization, functional organization, committee organization, matrix organization, virtual organization, cellular organization.
CLO7	Use cellular organization, team structure, boundary less organization, inverted pyramid structure.
CLO8	Illustrate inverted pyramid structure, lean and flat organization structure and their merits, demerits and suitability.

DESIGNING ORGANIZATIONAL STRUCTURES

- Organization refers to the institution where in the management functions are performed

- **Organizing**: is one of the functions of management means to achieve the plans.

PURPOSESOFORGANIZING

- Divides work to be done into specific jobs and departments.
- Assigns tasks and responsibilities associated with individual jobs.
- Coordinates diverse organizational tasks.
- Clusters jobs into units.
- Establishes relationships among individuals, groups, and departments.
- Establishes formal lines of authority.
- Allocates and deploys organizational resources.

ORGANIZATIONAL STRUCTURE

- Organizational Structure
- The formal arrangement of jobs within an organization.
- Organizational Design
- A process involving decisions about six key elements:
- Work specialization
- Departmentalization
- Chain of command
- Span of control
- Centralization and decentralization Formalization

ORGANIZATIONAL DESIGN

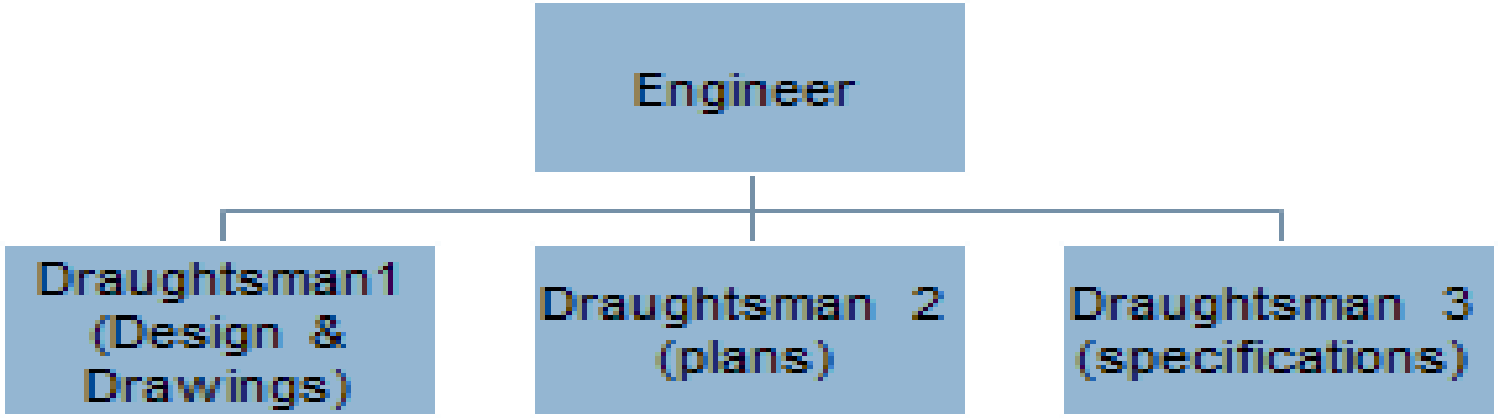
- **Work Specialization**
  - The degree to which tasks in the organization are divided into separate jobs with each step completed by a different person.

DEPARTMENTATION AND DECENTRALIZATION

- Functional
  - Grouping jobs by functions performed
- Product
  - Grouping jobs by product line
- Geographical
  - Grouping jobs on the basis of territory or geography
- Process
  - Grouping jobs on the basis of product or customer flow
- Customer
  - Grouping jobs by type of customer and needs

TYPE OF ORGANIZATION STRUCTURES

1.Line organizations:- is also called military or scalar organization. is said to be the oldest and most traditional type of organizations. Managers in this organizations have direct responsibility for the results.



LINE AND STAFF ORGANIZATION

- Drawn from earlier civilisation and armies.
- Staff managers support the functions of the line managers.
- Line and staff organization is a service organization.
- Line and staff organization in a manufacturing unit.
- Line and staff in the armed forces.
- Line relationships in staff positions.

FUNCTIONAL ORGANIZATION

- F.W.Taylor suggested functional organization in his theory of Scientific management in support of his ‘one best way’ of doing things.
- The planning and implementation tasks are divided to ensure the division of labour.
- The foremen involved in the planning task.

COMMITTEE ORGANIZATION

- A committee is formed when two or more persons are appointed to work as a team to arrive at a decision on the matters referred to it.

MATRIX ORGANIZATION

- Also called Project organization.
- It is a combination of all relationships in the organization vertical, horizontal and diagonal.
- It is mostly used in complex projects.
- It provides a high degree of operational freedom.

VIRTUAL ORGANIZATION

- Virtual organization structure does not physically exist, but its effect is felt.
- Example: Bata Shoes

Merits:-

- Enable for doing business with less capital, less HR and other inputs.
- Provide flexibility of operations.
- React to the environment demands most efficiently.

Team Structures

- Team structure takes three forms

1. Project team
2. The task force team
3. Venture team

CELLULAR ORGANIZATION

- Organisation structured around the units/cells that complete the entire assembly processes are called cellular organisations.
- In the modem organizations, cellular Organisations have been replacing the continuous line or linear production process systems.
- In cellular organisations, workers manufacture total product or subassemblies in teams (cells).
- Every team (cell) of workers has the responsibility to improve or maintain the quality and quantity of its products.

- Each team is free to reorganise itself to improve performance and product quality.
- These cells comprise self- managed teams.
- They monitor themselves and also correct where necessary on their own.
- Cellular Organisations are characterised by much smaller staff all over the Organisation with middle management positions reduced and lean management members at the top.
- It is both a lean and flat structure.

BOUNDARY LESS ORGANIZATION

The Boundaryless Organization

- **Boundaryless organization:**
  - Eliminates the chain of command
  - Has limitless spans of control
  - Replaces departments with empowered teams
  - Breaks down geographical barriers

Boundaryless Organization

- **Virtual Organization**
  - An organization that consists of a small core of full-time employees and that temporarily hires specialists to work on opportunities that arise
- **Network Organization**
  - A small core organization that outsources its major business functions (e.g., manufacturing) in order to concentrate on what it does best
- **Modular Organization**
  - A manufacturing organization that uses outside suppliers to provide product components for its final assembly operations

.Boundary less organization structure

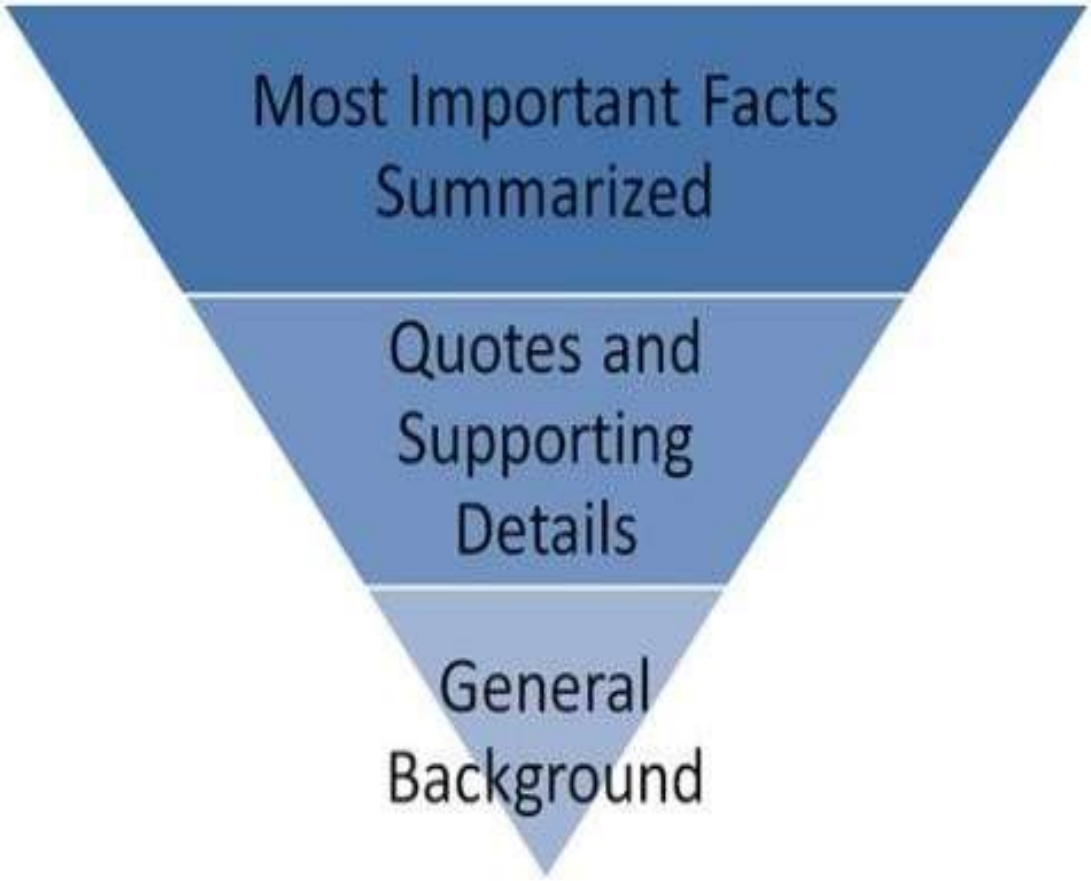
a contemporary approach in Organizational design.

It is an organization that is not defined by, or limited to the horizontal, vertical or external boundaries imposed by a pre-defined structure.

It behaves more like an organism encouraging better integration among employees and closer partnership with stakeholders.

Boundaryless Organization

INVERTED PYRAMID STRUCTURE



LEAD - START WITH A BANG
FOCUS - OTHER THAN YOURSELF
STORY ESSENTIALS
QUOTES
EVERYTHING ELSE

Who, what, when, where, why;
the most important information.
Supporting information; key quotes.
Additional facts, information
and quotes
Background and
alternative explanations
Least important
information

LEAN ORGANIZATION STRUCTURES

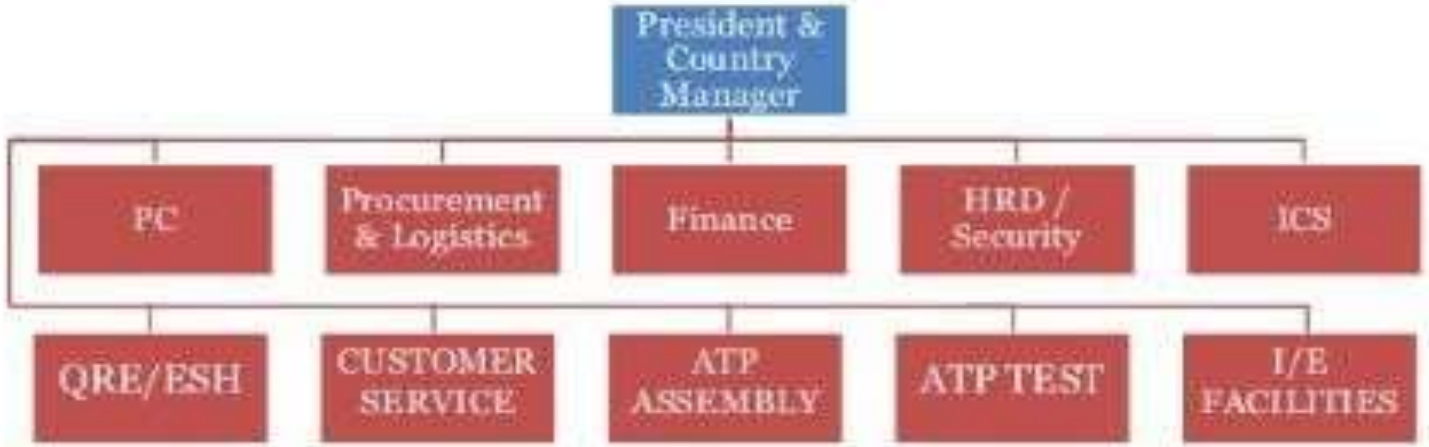
A **lean organizational structure** is a **structure** that is designed to create more customer value using fewer resources than a traditional **organizational structure**. Members of an **organization** that utilizes a **lean structure** focus on the value stream the **organization** uses to deliver goods and services to their customers.

FLAT ORGANIZATION STRUCTURES

Flat Organizational Structure. A **flat organization** refers to an **organization structure** with few or no levels of management between management and staff level employees. The **flat organization** supervises employees less while promoting their increased involvement in the decision-making process.

STRUCTURE

FLAT ORGANIZATION



MERITS ,DEMERITS AND SUITABILITY

MERITS	DEMERITS
Pooling of Knowledge Effective co-ordination is available Effective Communication Motivation through participation of employees	Slow decisions Most Expensive Difficult to maintain secrecy Compromise

Merits	Demerits
❑ Development of general management skills	❑ Innovation/growth restricted to existing project areas.
❑ Suited to fast change and flexibility	❑ Shared functions hard to coordinate
❑ High product, project or program visibility	❑ Less top management control
❑ Processes multiple tasks in parallel, easy to cross functional line; better coordination in function	❑ Competition for corporate resources

UNIT-III
HUMAN RESOURCE MANAGEMENT AND MARKETING MANAGEMENT

CLOs	Course Learning Outcome
CLO 9	Explain Human Resources Management (HRM): evolution of HRM, basic functions of hr manager: manpower planning, recruitment.
CLO 10	Understand the concept of selection, training and development, placement, wage and salary administration, promotion, transfer, separation.
CLO 11	Understand the concept of appraisal, grievance handling and welfare administration, job evaluation and merit rating.

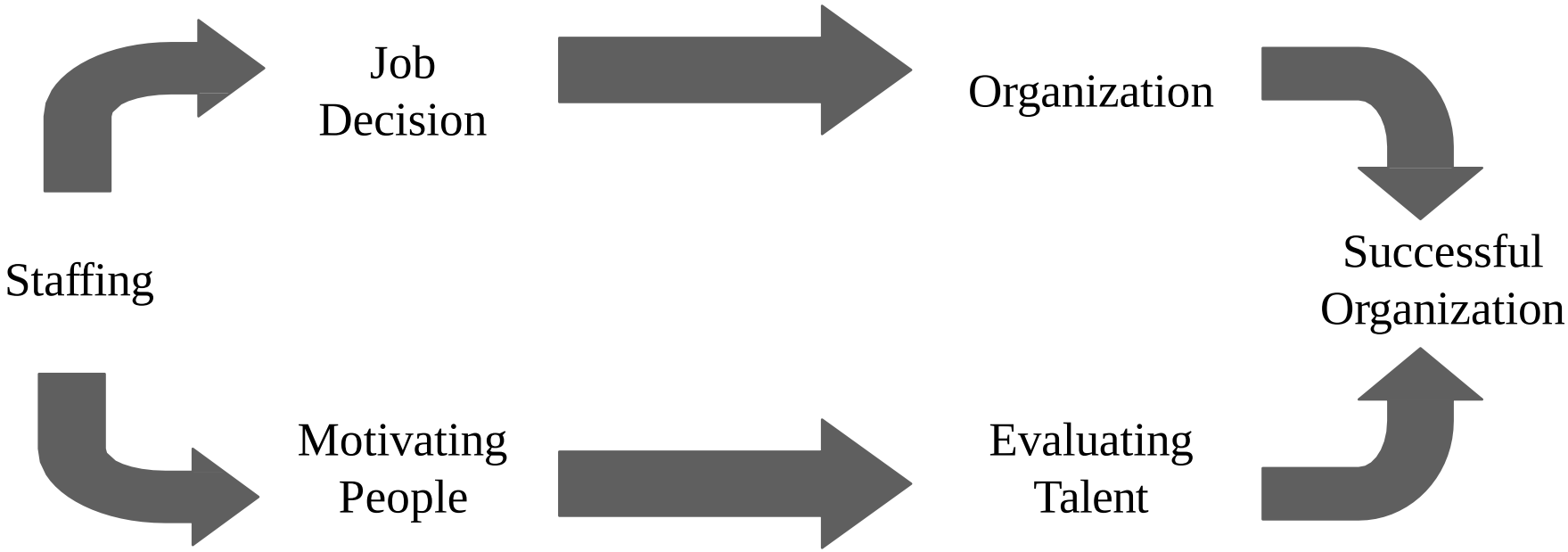
- **Part One: HR Resources Management in Perspective**
  - Development of HR Management: Challenges
  - EEO and Affirmative Action: The Environment
- **Part Two: Meeting HR Requirements**
  - Job Requirements
  - HR Planning and Recruitment
  - Selection

- **Part Three: Developing Effectiveness in HR**
  - Training
  - Career Development
  - Appraising and Improving Performance
- **Part Four: Implementing Compensation and Security**
  - Managing Compensation
  - Incentive Compensation
  - Employee Benefits
  - Safety and Health

- **Part Five: Enhancing Employee Relations**
  - Employee Rights and Discipline
  - Labor Relations
  - Collective Bargaining and Contract Administration
- **Part Six: International HR Management and HR Audits**
  - International HR Management
  - Creating High Performance Systems

WHY ARE YOU STUDYING HRM?

HRM CAREER ASPIRANT
NEED AS A MANAGER OF PEOPLE



UNDERSTAND PEOPLE WORK RELATIONSHIPS
LEARN THE CONTENT UNDER WHICH PEOPLE PERFORM

Human Resource Management: Contribute to Organizational Goals

Personnel: Record Keeping

Management Oriented

PERSONAL MANAGEMENT / HUMAN RESOURCE MANAGEMENT

PERSONNEL MANAGEMENT	HUMAN RESOURCES MANAGEMENT
• Coordinates functions of the personnel program • Involves a functional approach • Emphasizes behavior and interpersonal relations • Success judged by results achieved through functions of the personnel program	• Coordinates personnel management with organization planning • Involves a system approach • Emphasizes environments and issues • Success judged by contributions to cost reductions and profit growth or service objectives

EARLY DEVELOPMENT (PRE-1920'S)

- Factory System: Industrial Revolution
- Mass Production
- Scientific Management
- Efficiency
- Workers Pressed – Labor Union Strife

Global Learning Center
MANPOWER®

LATER DEVELOPMENT (POST-1920'S)

- The Human Relations Movement
- Emergency Relations Movement
- Government Regulations
- Technology Revolution

FOUNDATIONS OF HRM

SCIENTIFIC MANAGEMENT

Provides a basis for:

- Determining the best work methods in order to:
  - improve efficiency
  - place right employee in the right job
  - teach employees the right methods
- Establishing time standards in order to:
  - appraise performance
  - eliminate unsatisfactory performance
  - reward superior performance

HUMAN RELATIONS

Focuses attention upon:

- individual differences among employees
- interpersonal relations at work
- informal group behavior
- employee attitudes and opinions
- leadership techniques
- communication practices

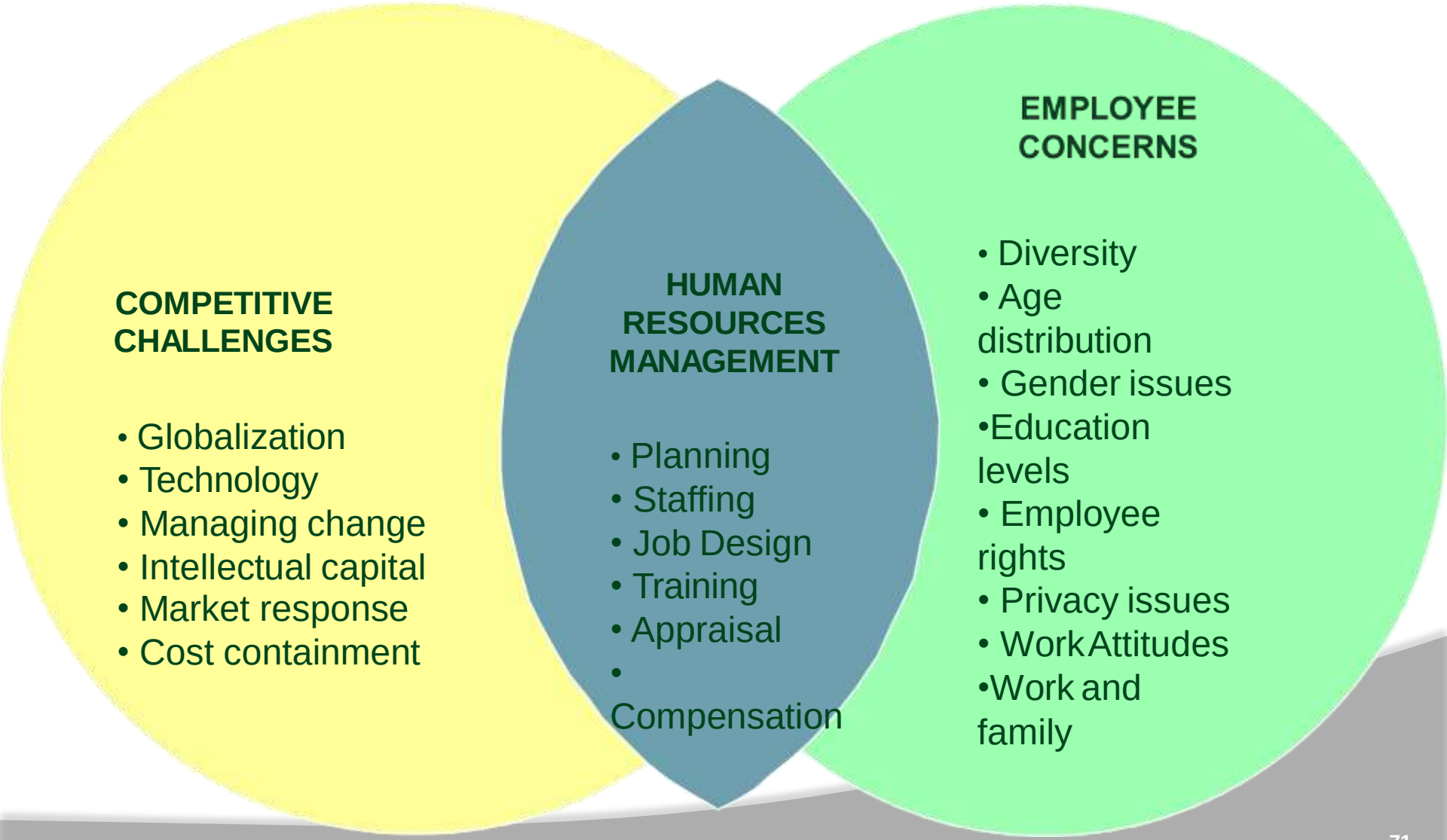
BEHAVIORAL SCIENCE

Is an extension of human relations that:

- involves an inter-disciplinary approach
- views the organization as a dynamic system
- is concerned with the total organizational climate
- is oriented toward both economic and humanistic objectives
- retains concern for employee participation, group behavior, and interpersonal relations

OVERALL FRAMEWORK FOR HR

Current Focus



FUNCTIONAL SPECIALIZATION

Still Essential to Achieve Organizational Goods

- Staffing/Planning
- Broader Job Design
- Recruitment
- Selection
- Training Staff
- Development
- Performance Management
- Compensation Management/Incentive
- Labor Relations/Global Teamwork

COMPETENCIES OF HR PROFESSIONALS

BUSINESS CAPABILITIES	MANAGING CHANGE PROCESSES	HUMAN RESOURCES
Financial, Strategic, Technological	**Diagnosis, Influence, Contracting, Intervention, Problem Solving, Relationships, Communication**	**Staffing, Development, Appraisal, Rewards, Organizational Planning Communication**

Development of Professional Organizations

1. Code of Ethics
2. Literature and Research
3. Body of Knowledge/University Level Courses

Professional Associations

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Selected articles from *HR Magazine*, with expanded information for online presentation.

www.shrm.org/hrlinks
Serves as the HR profession's portal to the internet with over 10,000 links.

www.shrm.org/surveys
Surveys on cutting-edge issues and trends in human resources.

www..shrm.org/trends
HR professionals gain insight into cutting edge issues and trends that manifest in the workplace.

www.shrm.org/hrnews
Daily reports and analysis of news affecting the human resource profession.

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www.shrm.org/government
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PROFESSIONAL CHARACTERISTICS OF HUMAN RESOURCES MANAGEMENT

1. Experimentation and research is encouraged.
2. Organized body of information and knowledge has been accumulated.
3. The exchange of information is promoted through professional meetings and publications.
4. Adherence to an established code of ethics is prescribed.
5. University curriculums for developing practitioners have been created.
6. A program for accrediting practitioners has been established.

CODE OF ETHICS

As a member of the Society for Human Resource Management, I pledge myself to:

Maintain the highest standards of professional and personal conduct.

Strive for personal growth in the field of human resource management.

Support the society's goals and objectives for developing the human resource management profession.

Encourage my employer to make the fair and equitable treatment of all employees a primary concern

Strive to make my employer profitable both in monetary terms and through the support and encouragement of effective employment practices.

Instill in the employees and the public a sense of confidence about the conduct and intentions of my employer.

Maintain loyalty to my employer and pursue its objectives in ways that are consistent with the public interest.

Uphold all laws and regulations relating to my employer's activities.

Refrain from using my official positions, either regular or volunteer, to secure special privilege, gain or benefit for myself.

Maintain the confidentiality of privileged information.

Improve public understanding of the role of human resource management.

HUMAN RESOURCE MANAGEMENT

- Goals/Mission Statements/Visions
- Policies
- Procedures/Practice

I.U. Human Resources

CORPORATE MISSION STATEMENTS

- NCR Shared Values
- Walmart Value Statement
- J&J Credo
- Marathon Statement of Principles

Objectives
Where are we going?

- Essential for Planning Purpose
- Rapid Decisions
- Consistent Decisions/Reliable
- Control of Process
- Feedback and Re-evaluation

POLICIES

- Need
- Formulation by Management and Workforce Teams
- Written in clear terms; No misunderstandings
- Communication/Dissemination – How?

IU Staff Policy Manual

SAMPLE HR POLICY STATEMENT

Subject:

Overtime Hours and Pay

Purpose:

To ensure equitable payment of overtime compensation to eligible employees in accordance with all applicable provisions of federal and state law.

Guidelines:

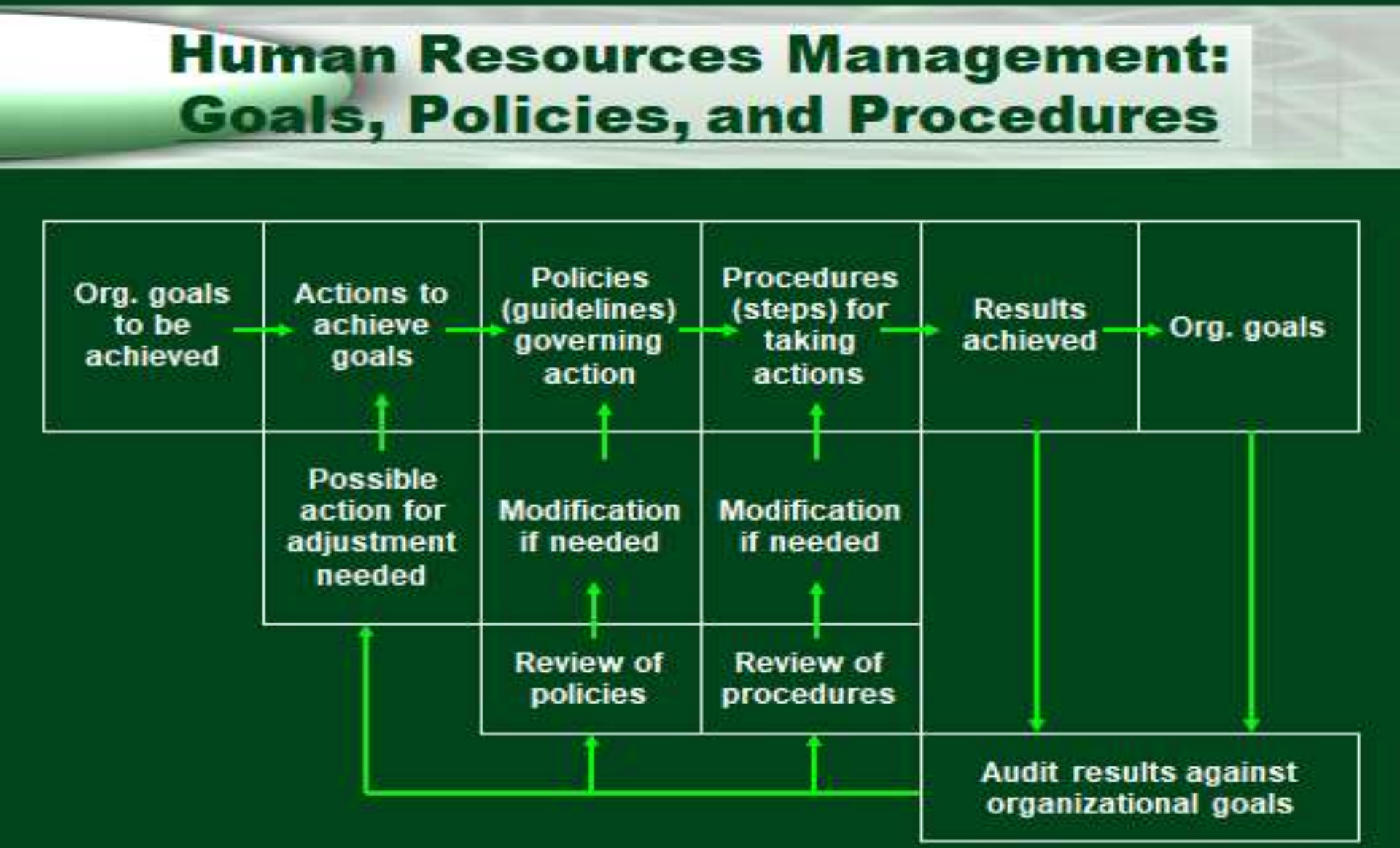
- The company's workweek runs from Monday through Sunday, with normal operating hours scheduled from 8 a.m. Monday through 5 p.m. Friday. The normal daily work schedule for employees consists of an eight-hour day within a 24-hour period. The normal weekly schedule consists of a 40-hour week. Employees are entitled to a daily one-hour unpaid lunch period, and to two 15-minute paid break periods each day.

PROCEDURES

- Implement Policies
- Chronological Steps
- Periodic Review
- Modify as Needed

IU Staff Handbook for Professional Staff

HUMAN RESOURCES MANAGEMENT: GOALS, POLICIES, AND PROCEDURES



What are the Talent/Abilities of the Workforce?

- Accurate Data
- Computer Requirement
- Inventories of Talents (KSAs)
  - Knowledge
  - Skills
  - Abilities
- KSA: Education and Work Experience

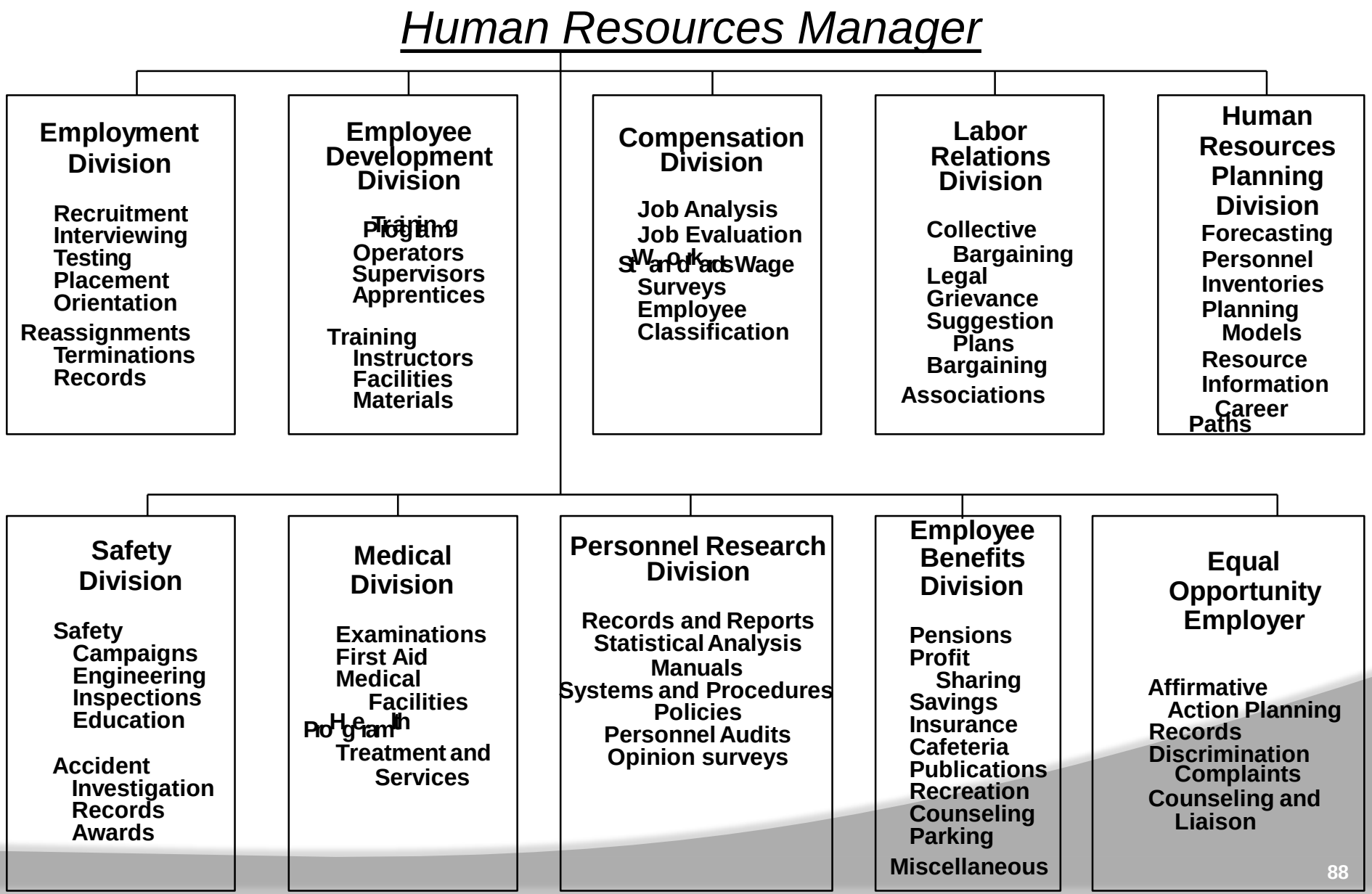
HUMAN RESOURCES INFORMATION SYSTEMS (HRIS)

- Computerized system that provides current and accurate data for purposes of control and decision making.

HUMAN RESOURCE MANAGEMENT BUDGET

- Support for Managers
- Maintain Policies and Communication Vehicles
- Financial Plan/HR Budgets
- HRIS
- Processes and Flows
- Surveys and Studies
- Support Staff

ORGANIZATION OF HUMAN RESOURCES DEPARTMENT



QUALIFICATIONS FOR A CAREER IN HRM

Academic Training Courses

- General education (behavioral sciences, English, communications, psychology, mathematics, and business courses including accounting, marketing, and others)
- Human resources management
- Supervision
- Labor relations
- Organizational behavior
- Personnel and organizational psychology
- Sociology
- Law
- Electronic data processing
- Statistics
- Economics
- Industrial engineering

Extracurricular Activities

- Professional organizations
- Publications staffs
- Student Personnel Association
- Leadership roles in organizations

Personal Qualifications

- Integrity
- Determination
- Competency
- Dependability
- Fair-mindedness
- Good mental health
- A sense of humor
- Ability to tolerate frustration
- A flexible approach to problems
- Ability to communicate effectively
- Patience
- Objectivity towards others
- Cooperative and understanding attitude
- Ability to listen effectively
- Human Relations skills

Desirable Employment Experiences

- Experience at the operating level
- Experience in positions of leadership

SHRM: HR Jobs

SHRM: HR News Online

Occupational Outlook Handbook

ORGANIZATIONAL OBJECTIVES

RESPONSIBILITIES OF HUMAN RESOURCE DEPARTMENT

- In-house Consultant
- Structure of Department
- Jobs in Human Resources Management

LINE VS. STAFF AUTHORITY

	Line Authority (Production Manager)	Staff Authority (HR Manager)
Derived from:	✓Superior through delegation ✓Directives, regulations, assignments, etc.	✓Knowledge, information and expertise in functional area
Includes right to:	✓Exercise discretion ✓Give orders and direction ✓Take disciplinary action	✓Coordinate and control performance of a function ✓Provide consultation and service in functional areas
Exercised over:	✓Subordinates in line of authority (Chain of Command)	✓Other members of the organization in the performance of a particular function

HUMAN CAPITAL

- The knowledge, skills, and abilities of individuals that have economic value to an organization.

HRM AS A COMPETITIVE BUSINESS MODEL

The Competition Edge: Comes from HR

- Value of Talent
- Rare Talent (hire, train, motivate best)
- Not Easy to Duplicate (Teams/Individuals)
- Organized Workforce

COMPETITIVE CHALLENGES CHANGE PROFESSION

What are the "Competitive Challenges?"

- Globalization
- Technology
- Change
- Human Capital
- Market Forces
- Worldwide Demographics
- Workforce Partnerships

GLOBILIZATION IMPACT

Differences/Issues

- Geographies
- Cultures
- Laws
- Business Practices
- Rewards

TECHNOLOGY IMPACT

- Labor vs. Knowledge
- Education Levels
- Systems
  - HRIS - ERP
  - Database - E-Commerce
- Websites for Info

"Changes the Enterprise Work Processes"

HRM WEBSITES

- Cornell School of Industrial & Labor Relations
- Society of HRM
- TCM Training & Development
- U.S. Dept. of Labor
- BPO Home Page

IMPACT OF CHANGE

- No Status Quo
- Always on Cutting Edge
- Staff Talents Must Adjust
- Very High People Resistance
- Creates Stress/Pressure/Adoption

IMPACT ON HUMAN CAPITAL

(Not just Financial Capital)

- Competition Through People
- Balance Sheet Item?
- People Investment
  - High Rewards for Performance
  - Use Talents Wisely
  - Enhance Talents
  - Organize Skill Sets

MARKETING

Definition:- Marketing is an essential function of a modern organization whether it deals in products or services.

According to Philip Kotler:- Marketing as a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.

MARKETING MIX

Marketing is the mixture of four p's

1. Product
2. Promotion
3. Place
4. price

STAGES IN PRODUCT LIFE CYCLE

- Introduction
- Early growth
- Rapid growth
- Maturity
- Saturation
- Decline

CHANNELS OF DISTRIBUTION

Channels of distribution refer to the wages and means of reaching the customer through the intermediaries such as wholesalers, retailers and other agencies.

Types of Channels of distribution:

1. Manufacturer ------ consumer
2. Manufacturer ---wholesaler---- consumer
3. Manufacturer--- retailer---- consumer
4. Manufacturer---wholesaler--- retailer---consumer

UNIT-IV
FUNDAMENTALS OF PSYCHOLOGY

CLOs	Course Learning Outcome
CLO 12	Discuss the concept of Definition, goals, fields and applications, development of psychology from middle 19th century, psychology in ancient India.
CLO 13	Understand the founding of experimental psychology: Contributions of Weber, Fechner.
CLO 14	Summarize the concept of Contributions of Weber, Fechner, Wundt and Eddinghaus , William James and Galton, development of psychology in India.

INTRODUCTION OF PSYCHOLOGY

Meaning & Historical Background Of Psychology

The word psychology is derived from Greek word psycho & logos. 'Psycho' means "soul" and 'logos' means "science". The science of soul.

It is scientific because it is systematic study of observable events/behavior and behavior is unlearned process where in include reflexes, physiological process and instincts and it is learned behavior also because all behavior acquire through practice. It can be overt and covert.

Today Psychology is scientific method of collecting data about individual and groups to analyze and predict their behavior.

What is Psychology?

- **The scientific definition of Psychology:**

  Psychology is the scientific study of behavior and mental processes.

- **Why study Psychology?**

  The study will give you new ways to look at and interpret your world and the people who inhabit it.

Goals of Psychology

- Ultimate goal is to benefit humanity; more specific goal are to describe, understand, predict, and control behavior

- **Description** – In scientific research, the process of naming and classifying. Making records of observations, cannot answer "why" questions

- **Understanding** – In psychology, understanding is achieved when the causes of a behavior can be stated. Example – bystander apathy reveals that the more people who are around to help, the less likely a person will receive help due to "diffusion of responsibility"

- **Prediction** – An ability to accurately forecast behavior. Because of bystander apathy, we know the odds of being picked up on a freeway with car trouble are very low

- **Control** – Altering conditions that influence behavior. Changing the way you teach a course to help students learn better, or designing vehicles to keep drivers from making fatal mistakes are both examples of using control

Goals of Psychology

- To describe behavior
- To predict behavior
- To explain behavior
- To control or change behavior

The Field of Clinical Psychology

- Research into the causes of psychological disorders
- Research into the most effective treatment approaches
- Application of theories/research findings to provide psychological help to people who are having problems or wanting to make changes in their lives

PSYCHOLOGICAL APPLICATIONS

- Psychological studies are aimed at establishing body mind relationship and emphasize that sound body leads to sound mind. Results of these studies are useful in enhancing the physical performance of the sports person and also the use of physical activities in the therapy.

Applications of Psychology

The Nineteenth Century

- Victorian era (known for its middle class ethos
- --children have books on manners, morals, and the mores of society
- --*Adventure of Tom Sawyer* (1876)
- --illustrators (combine Art and text)
- --literature for pleasure rather than
- for admonition

Psychology in the Nineteenth Century

Psychology became a science in the nineteenth century.

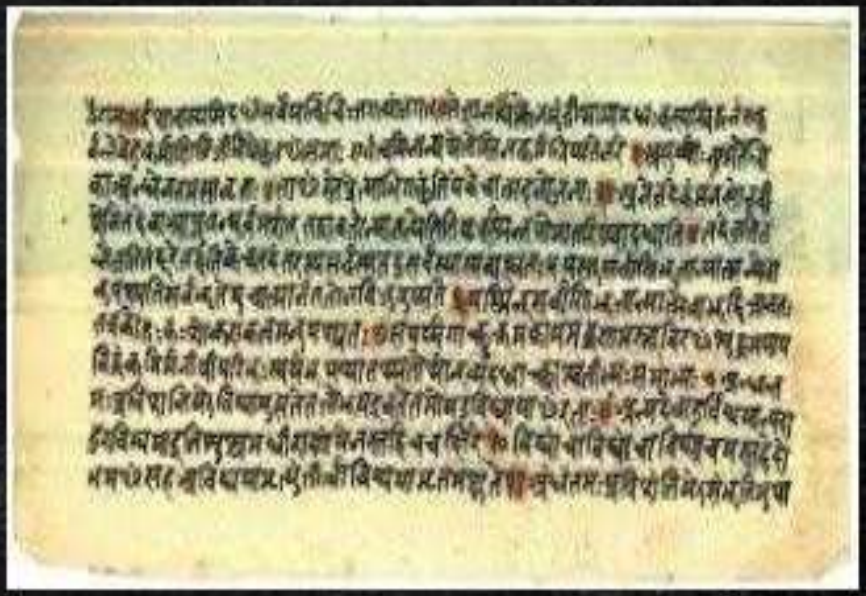
The roots of this new science were many. Philosophers provided psychology's conceptual framework: physiologists provided knowledge of the nervous system and experimental methods; and social reformers and psychiatrists provided motives for using science to improve the human condition. This article will describe the movements, ideas, and discoveries leading to and shaping scientific psychology, concentrating on developments in the United States, the home of twentieth century psychology.

Psychology in the Nineteenth Century

- Beginning of nineteenth century:
  - Many believed psychology could never be a science
- End of nineteenth century:
  - Possibility that psychology could be a scientific discipline seemed more plausible

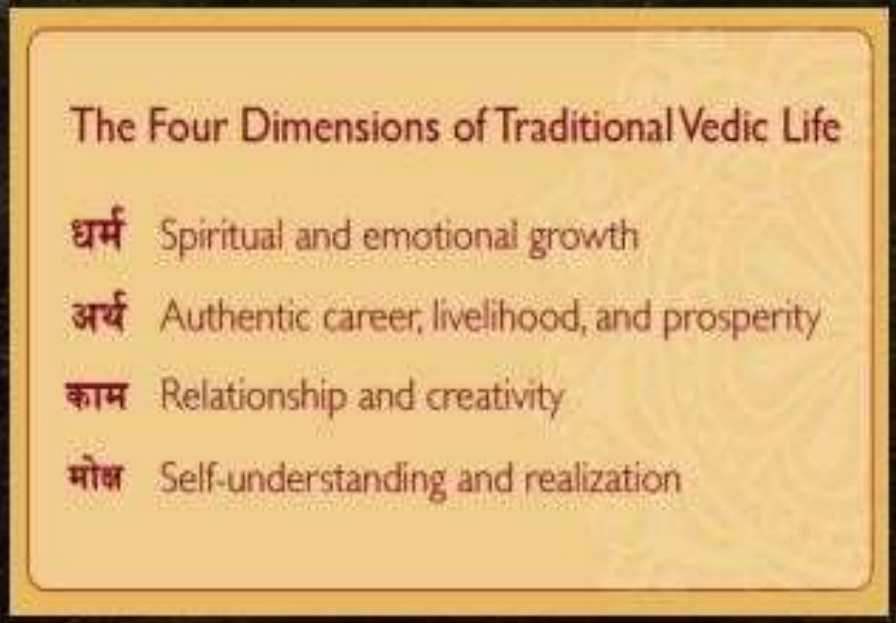
THE INDIAN PERSPECTIVE

- Relevant materials in ancient Indian thought (not to be mistaken with the modern developments in Psychology in India).
- Ancient Indian scriptures by philosophers-theories of perception, motivation, cognition, consciousness, emotion; theories on mind and soul.



Indian perspective-personality

- Four motives - Dharma, Artha, Kama, Moksha – similar to Maslow's Hierarchy of needs.



- Six personalities according to Buddhism:
  - Ragacharith (attachment)
  - Doshacharith (aggressive)
  - Mohacharith (dull, idle)
  - Buddhicharith (rational)
  - Vithakacharith (imaginative)
  - Sadvacharith (disciplined)
- Guru-shishya relationship and counsellor-counselee relationship.

Indian perspective – The Triguna theory

Sattva	Rajas	Tamas
• Priti • Pleasure • Prakash • Illumination	• Apriti • Disagreement • Pravrtti • Activity	• Visida • despair • Niyama • Restraint

Indian perspective–Yoga psychology

- Yoga means union.
- Methods to attain superconsciousness.
- Four methods:
  -Karma
  -Bhakti
  -Raja
  -Gnana

Indian perspective-Buddhism

- Most 'scientific' religion.
- No soul; continuation of karma, through different reincarnations.
- The four noble truths:
  Pain,
  Cause of pain (passion and lust),
  Annihilation of Pain (i.e., the possibility of ending pain or suffering),
  The eight fold path leading to cessation of pain.
- Nirvana – self-actualization – desirelessness is the key.

FOUNDING OF EXPERIMENTALPSYCHOLOGY

Experimental psychology

- Experimental psychology is the study of psychological issues that uses experimental procedures.
- Experimental psychology is an area of psychology that utilizes scientific methods to research the mind and behavior.

Contributions of Ernst Weber (1795-1878)

- A. his life
  - 1. born in Wittenberg, Germany
  - 2. 1815: PhD at University of Leipzig
  - 3. 1817-1871: taught anatomy and psychology at Leipzig

- A. his life
  - 4. primary research interest: higher senses of vision and hearing
  - 5. explored new fields: skin senses and muscular sensations
  - 6. of special importance: the application of experimental methods of physiology to problems of psychology

- B. Two-point thresholds
  - 1. The threshold at which two points of stimulation can be distinguished as such
  - 2. first systematic experimental demonstration of the concept of threshold

- C. Just noticeable differences
  - 1. just noticeable difference concept
    - The smallest difference that can be detected between two physical stimuli
  - 2. contribution of muscle sensations to ability to distinguish between weights
  - 3. discrimination depends on the relative difference between and not on the absolute weights of objects

- 4. perception of a stimulus is not directly correlated to the physical stimulus
- 5. revealed a way to investigate the mind-body relationship
- 6. demonstrated the usefulness of experimental methods as a means of studying psychological phenomena

Contributions of Gustav Fechner (1801-1887)

- A. his life
  - 1. born in southeastern Germany
  - 2. 1817: began medical studies at University of Leipzig
  - 3. attended Weber's lectures on physiology

- A. his life
  - 4. 1833: appointed professor
  - 5. several years of depression, followed by delusions of grandeur
    - developed the idea of the pleasure principle
  - 6. remained at Leipzig, with at least one scholarly work each year, until his death

- B. Mind and body: A quantitative relationship
  - 1. 1850: insight about the law governing the mind-body connection
    - a quantitative relationship between a mental sensation and material stimulus
    - effects of stimulus intensities are relatives to the amount of sensation that already exists

- B. Mind and body: A quantitative relationship
  - 2. Fechner proposed two ways to measure sensation
    - A: a stimulus is present or absent, sensed or not sensed
    - B: measure the stimulus intensity at which subjects reported that the sensation first occurs.
      - the absolute threshold: the point of intensity below which no sensation is reported and above which subjects do experience a sensation
  - 3. differential threshold of sensitivity: The point of sensitivity at which the least amount of change in a stimulus gives rise to a change in sensation.

Contributions of Wilhelm Wundt (1832-1920)

- 1. started the first laboratory and first journal in experimental psychology
- 2. viewed Fechner's work as the first in experimental psychology
- 3. announced his goal to establish a new discipline
- 4. Fechner was the originator; Wundt was the agent and promoter

Contributions of Hermann Ebbinghaus (1850-1909)

- Ebbinghaus was inspired by finding a copy of Fechner's "Elements of Psychophysics."
  - He wanted to apply Fechner's methods to study of higher mental processes.
- In 1877, he began developing procedures for studying memory.
- His major work, "Fundamentals of Psychology," is dedicated to Fechner – "I owe everything to you."

Contributions of Ebbinghaus

- First, he studied the relationship between the amount of material to be memorized and the time needed to learn it to complete mastery.
  - His measure was number of repetitions needed.
- Second, he studied the effects of different amounts of learning on memory.
  - His measure was savings – repetitions needed to relearn the original items after a delay.
  - As repetitions increase, so does relearning time saved – overlearning helps.

Wundt & Ebbinghaus

- Wundt (1832-1920) organized psychology and helped to establish it as an independent discipline.
  - Wrote "Principles of Physiological Psychology"
  - Did not believe higher mental processes (memory, thought, creativity) could be studied experimentally.
- Ebbinghaus (1850-1909) demonstrated that memory could be studied experimentally.

Contributions of William James and Galton

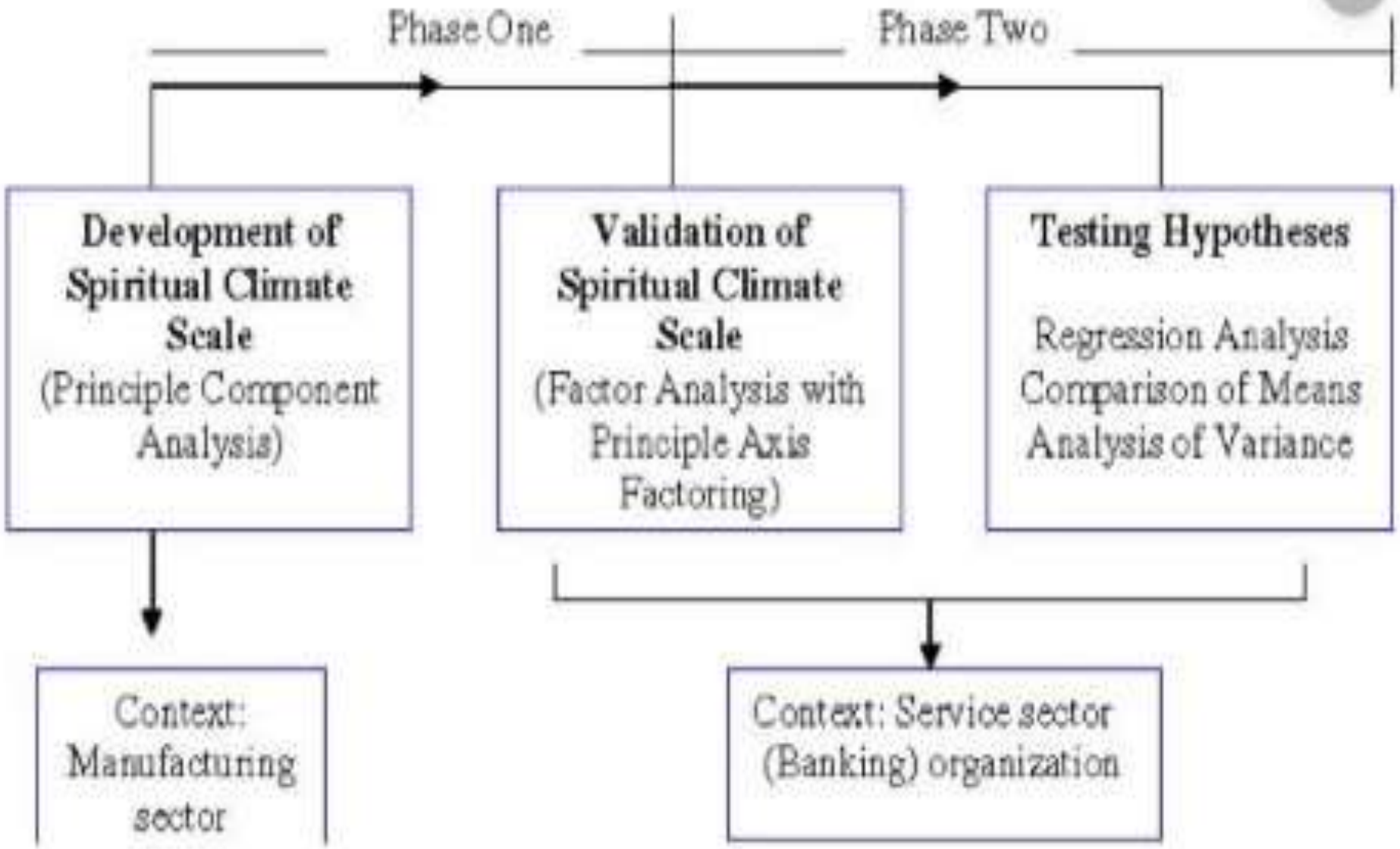
- In early 20th century, America's foremost psychologist. First on everyone's list (Cattell).
- As a young man, James floated directionless, rejecting chemistry, natural science, dabbling in medicine, until finally discovering psychology.
  - He visited Fechner, Helmholtz,Wundt & DuBois-Reymond.
  - He finally graduated in medicine. He was offered a job at Harvard teaching physiology & anatomy.
  - He contemplated suicide at age 28.

- In 1874, James taught his first class on physiology and psychology (making it up as he went along).
- In 1882, he took a leave of absence to visit European psychologists again.
- In 1890, he published Principles of Psychology which became an instant classic.
- Theodore Roosevelt was a famous student of James.
- After the success of his book, he withdrew from experimental research -- not worth the effort.

- Galton was one of the last amateur scientists, with eclectic interests:
  - Meteorologist, experimented with stereoscopic photos, studied fingerprints, invented an early teletype.
- Anthropologist and explorer (sought source of the Nile).
  - Galton was impressed by how well people he met had adapted to their harsh desert environment (Kalahari).
  - He published "Art of Travel."

- Galton was interested in measuring things:
  - Whenever you can, count." Fidgets per minute in kids, middle-aged and elderly. "Beauty map" of Britain.
- In 1884 he established an *anthropometric laboratory* to collect data on individual differences.
  - Psychometrics – measurement of mental powers.
  - Visual & auditory reaction times, highest audible tone.
  - He published a method for quantifying correlation later derived mathematically by Karl Pearson (r).
  - He used questionnaires, associations & tests of imagery.

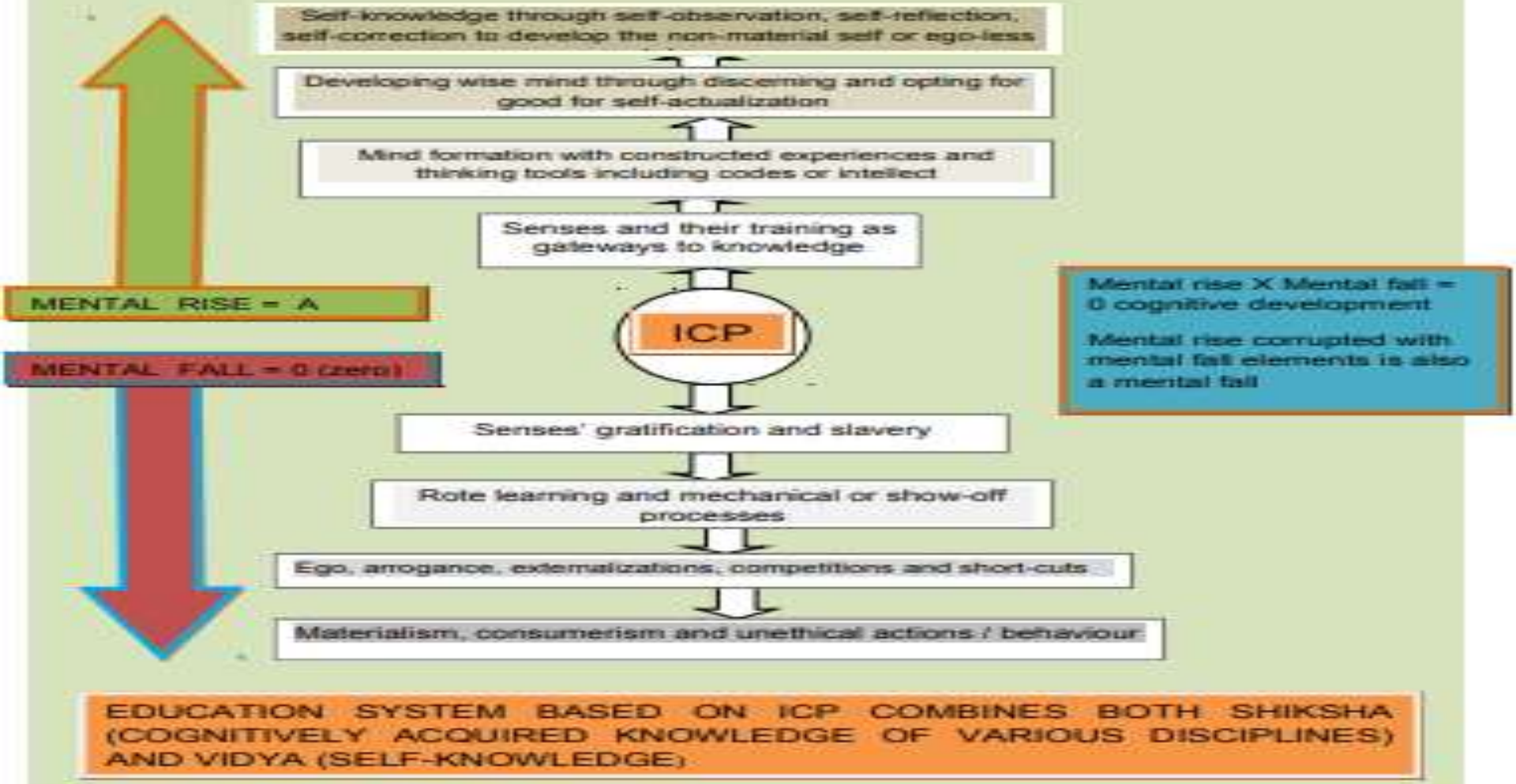
Development of psychology in India



Indian Cognitive Psychology (ICP) Model

Dr. Lalit Kishore

In India, the study of mind and mental development was attended to in the Vedic period and from the oldest written scriptures of ancient period in the East, a cognitive psychological model emerges, which can be depicted as a graphic as follows as per my understanding.



EDUCATION SYSTEM BASED ON ICP COMBINES BOTH SHIKSHA (COGNITIVELY ACQUIRED KNOWLEDGE OF VARIOUS DISCIPLINES) AND VIDYA (SELF-KNOWLEDGE)

UNIT-V
APPLICATIONS AND FIELDS OF PSYCHOLOGY

CLOs	Course Learning Outcome
CLO 15	Use Applications of psychology to disadvantaged groups, problems of social integration.
CLO 16	Understand the information technology and mass media, economic development.
CLO 17	Understand the characteristics fields of psychology: social psychology, educational psychology, experimental psychology, clinical psychology, personality psychology.

CONCEPT OF DISADVANTAGE AND DEPRIVATION

- A child is at a disadvantage if, because of social or cultural characteristics he comes into a system with knowledge, skill and attitude which impede learning and contribute to a cumulative academic deficit.
- A child is deprived if, for social, political, or cultural reasons, the basic facilities are available only in a restricted form.

APPLICATION OF SOCIAL PSYCHOLOGY

- **In Education**: Various principles of social psychology have been found useful in improving the outcome of education.
- **In Personal Health**: Focus upon the concepts that promote healthy life-styles among people.
- **In Legal System**: The concepts underlying interrogation, testimony or lie detection has been influenced by the principles of social psychology.

- **In Entrepreneurship**: By applying the principles it has been understood why a person becomes an entrepreneur and also why some are more successful than others.
- **In Sports**:Various theories have been applied to explain sport aggression, team cohesion and also leadership in sports.

DEFINITION OF INTEGRATION

Integration was first studied by Park and Burgess in 1921 through the concept of assimilation. They defined it as "a process of interpenetration and fusion in which persons and groups acquire the memories, sentiments, and attitude of other persons and groups and, by sharing their experience and history, are incorporated with them in a common cultural life.

PROBLEMS OF SOCIAL INTEGRATIONS

Problems in Integration:

Integration is a difficult process. It is faced with various difficulties. Firstly, the complexity of society makes it difficult to co-ordinate all the structural parts and to socialise all the humans. As we know society is a complex of different structural forms and elaborates division of labour.

To bring about a harmony and unity among the complex institutional patterns is a formidable task. The problem of integration in a simple and small society is not so complicated as in a complex and large society as ours. So the first difficulty is presented by the complex and large size of modern society.

INTRODUCTION

What is IT????

As defined by INFORMATION TECHNOLOGY ASSOCIATION OF AMERICA (ITAA) "IT" is the "study, design, development, implementation, support or management of computer based information system particularly software's applications & computer hardware

What is ITES???

ITES is INFORMATION TECHNOLOGY ENABLE SERVICES.

It is defined as outsourcing of processes that can be enabled with IT & covers divers areas like FINANCE, HR , ADMINISTRATION.... etc.

Mass Media

- Press
- Radio
- Television
- The Internet

Functions

- to be well-informed
- to get the latest information
- to follow world affairs
- to learn about current events
- to educate
- to entertain
- to relax

NEWSPAPERS

daily
national
evening
Newspaper
local
weekly
fortnightly

Television

- State (STV)
- Commercial, private (Markiza, JOJ)

- commercials, documentaries, news broadcasts,
- soap operas, quiz and chat shows, sitcoms, drama,
- detective stories, sports programmes,
- weather forecasts, music programmes

Radio

- state (Slovensko, Regina, ...)
- private (Funradio, Europa 2 ...)

- different kinds of programme – news, chat shows, ...

The Internet

- searching info
- sending information or documents
- chatting
- playing games
- downloading
- watching TV, films
- listening to music
- joining discussion groups
- buying things
- booking hotels, reserving tickets
- finding „love“, „life partners“

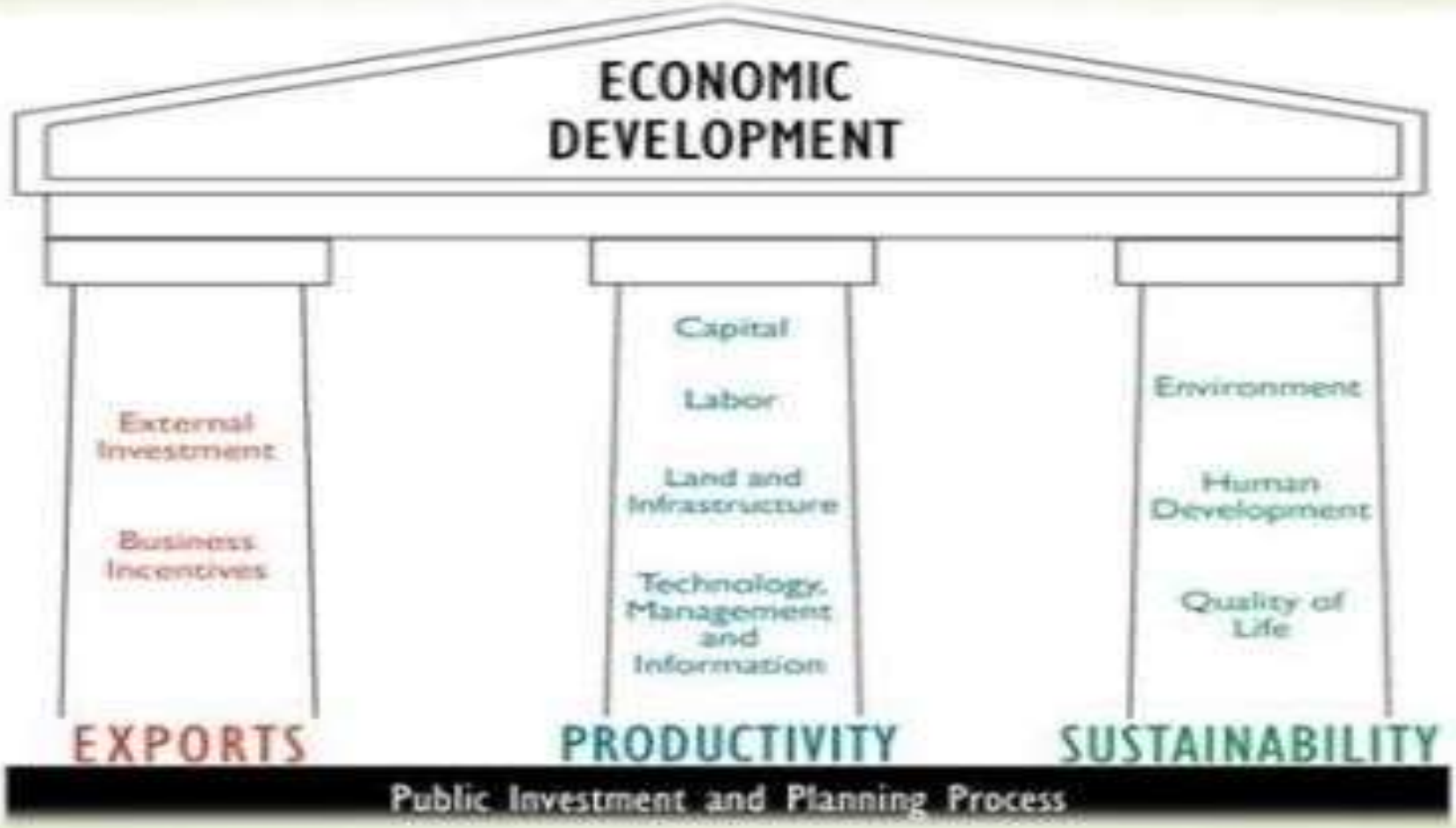
ECONOMIC DEVELOPMENT

Essential Questions:

1. **How do economists measure a country's level of economic development?**

2. **Which economic activities are most clearly associated with different levels of development?**

Economic Development



ECONOMIC DEVELOPMENT VS GROWTH

Economic Growth	Economic Development
• Increase in output and income overtime • Measured by positive levels of GNP/GDP/GDP per capita • It does not consider impact on people's standards of living or state of wellbeing /welfare	• Increases in real per capita output and incomes • Focuses on improvements in standards of living of the population resulting from economic growth. • Measured by HDI – Human Development Index

ECONOMIC DEVELOPMENT IN INDIA

- The **economic development in India** followed socialist-inspired policies for most of its independent history, including state-ownership of many sectors; India's per capita income increased at only around 1% annualised rate in the three decades after its independence.
- Since the mid-1980s, India has slowly opened up its markets through economic liberalisation.
- After more fundamental reforms since 1991 and their renewal in the 2000s, India has progressed towards a free market economy

FIELDS OF PSYCHOLOGY

Broad areas of orientation in psychology which underlies particular perspective. These are:

Cognitive psychology: A field that deals with the way human being processes, combines and organizes information in the mind which help to solve problems, memorize, understand, interpret and create information.

- **Psychodynamic:** studies the causes of behavior within the workings of personality.
- It emphasizes the role of unconscious past processes and unresolved conflicts from the past.

Applied Fields in Psychology

- Forensic Psychology
  - How do psychological problems cause criminal acts?
- Health Psychology
  - How are behavior or mental processes related to bodily health?
- Rehabilitation Psychology
  - Help disable patients (especially with emotional problems related to the disability)
- Cross-Cultural Psychology
  - Study behavior and mental processes across cultural boundaries (i.e. How do these things differ between the people in U.S. and people in developing countries?)

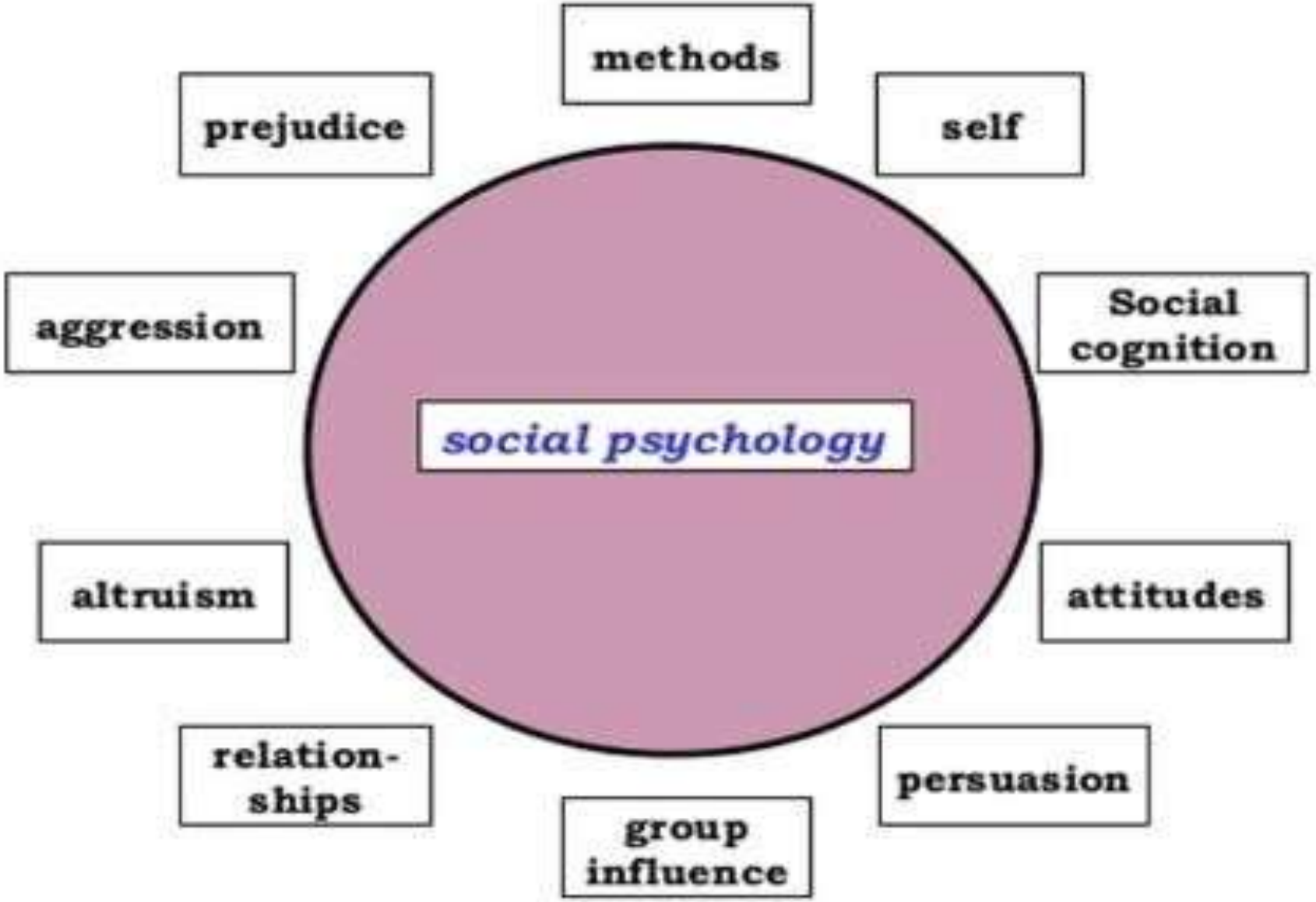
Sub-fields in psychology

- **Clinical psychology** – aims to alleviate emotional distress caused by psychological disorders and problems of life
- **Counselling psychology** – management of pain caused by life, facilitating improved understanding of issues, fostering use of effective coping skills
- **Career psychology** – involves studying and facilitating occupational development across the life-span
- **Educational and school psychology** – focuses on studying factors, behaviour, processes & problems of learning
- **Developmental psychology** – focuses on age related changes across a person's life span
- **Social psychology** – studying human social interaction by understanding the influence of behaviour, beliefs and feelings amongst people.

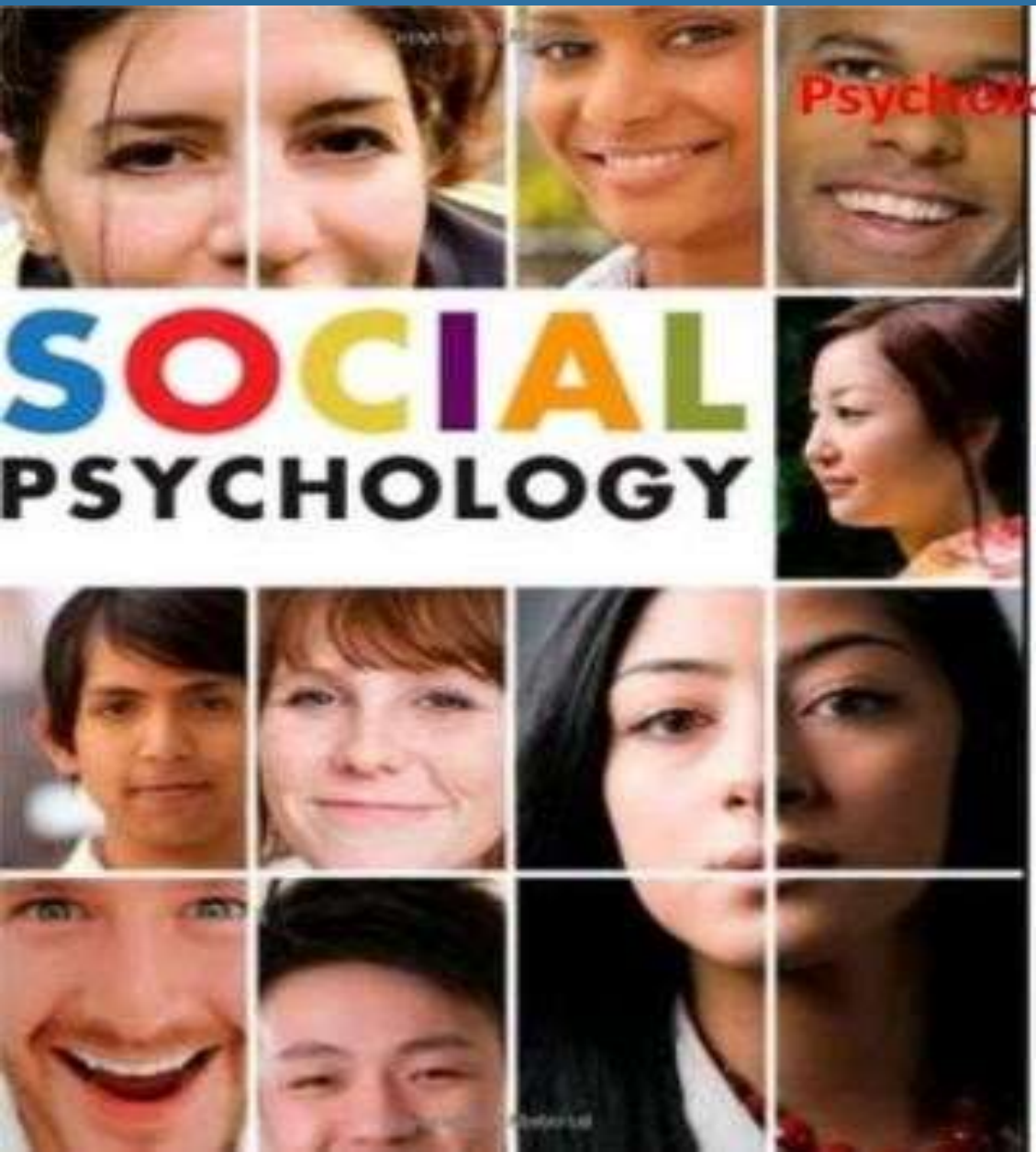
FIELDS OF PSYCHOLOGY

- EXPERIMENTAL PSYCHOLOGY
- DEVELOPMENTAL PSYCHOLOGY
- SOCIAL PSYCHOLOGY
- COMPARATIVE PSYCHOLOGY
- ABNORMAL PSYCHOLOGY
- CLINICAL PSYCHOLOGY
- EDUCATIONAL PSYCHOLOGY
- INDUSTRIAL PSYCHOLOGY
- PARANORMAL PSYCHOLOGY

SOCIAL PSYCHOLOGY



Psychology for Social Workers
Social Psychology



Psychology for Social Workers
Social Psychology

Social Psychology Definition

Social psychology is a discipline that uses scientific methods "to understand and explain how the thought, feeling and behavior of individuals are influenced by the actual, imagined or implied presence of other human beings

Feminine	Masculine
Not aggressive.	Aggressive.
Dependent.	Independent.
Easily influenced.	Not easily influenced.
Submissive.	Dominant.
Passive.	Active.
Home-oriented.	Worldly.
Easily hurt emotionally.	Not easily hurt emotionally.
Indecisive.	Decisive.
Talkative.	Not at all talkative.
Gentle.	Tough.
Sensitive to other's feelings.	Less sensitive to other's feelings.
Very desirous of security.	Not very desirous of security.
Cries a lot.	Rarely cries.
Emotional.	Logical.
Verbal.	Analytical.
Kind.	Cruel.
Tactful.	Blunt.
Nurturing.	Not nurturing.

Psychology of Gender

Gender" (masculinity/femininity) refers to the socially constructed roles, behaviours, activities, and attributes that a given society considers appropriate for men and women. In comparison, 'sex' (male/female) denotes biologically determined, thus unchangeable, difference between them. Lesbian, Bisexual, and Gay, Other Gender

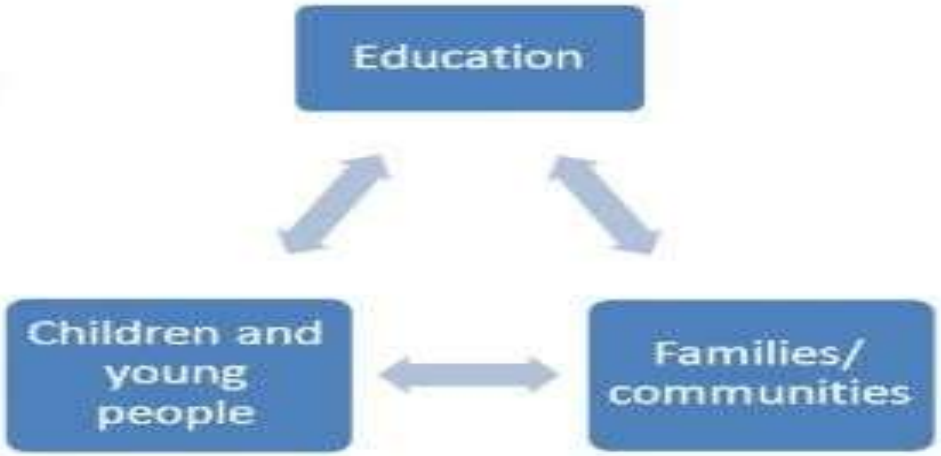
Social Psychology

is the scientific study of how society affects the way individuals behave, think and feel

What is Educational Psychology?

- *Educational Psychology is concerned with supporting CYP experiencing difficulties that are hindering their chance of learning* (BPS, 2013).

- *Educational Psychologists (EPs) strive to improve and optimise the learning and development of all CYP* (HCPC, 2012).

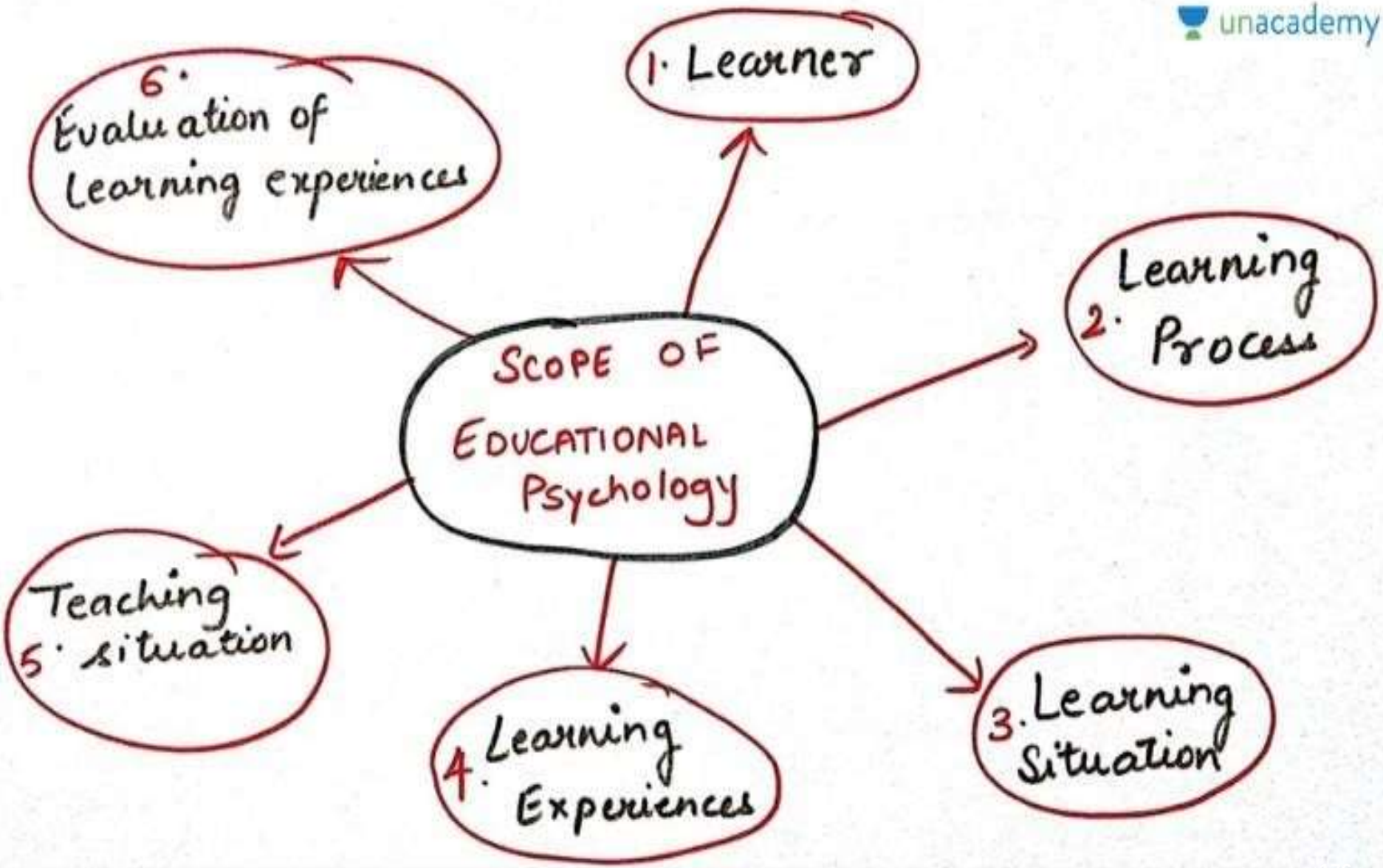


Psychology

Meaning :

* Comprised of 2 words - Education + Psychology
* Psychology is a science of behaviour and experience
* Education is the modification of behaviour.

Modern education aims at the harmonious development of the personality of the child.


unacademy
1. Learner
2. Learning Process
3. Learning Situation
4. Learning Experiences
5. Teaching situation
6. Evaluation of Learning experiences
SCOPE OF EDUCATIONAL Psychology

Engaging Students
Cooperative Learning
INDIVIDUAL DIFFERENCES
EDUCATIONAL PSYCHOLOGY
ASSESSMENT
MOTIVATION
THEORIES
Development

Experimental psychology

- Experimental psychology is the study of psychological issues that uses experimental procedures.
- Experimental psychology is an area of psychology that utilizes scientific methods to research the mind and behavior.

Count.....

- The phrase "experimental psychology" refers to
  - a specific methodological approach to the study of psychology
  - as well as to several specific areas of research within psychology which predominantly use experimental methods

Experimental Psychology: A specific methodological approach

- Those in experimental psychology use a methodological approach to conduct experiments in controlled situations in order to examine human behavior. These psychologists take nothing for arrange as they study human responses to sensation, perception, motivation, memory, learning and physiological psychology.

Experimental Psychologists perform the following duties:

1 Run experiments to study human behaviorism and mental phenomena.

2 Study behavior processes in animals.

Where do experimental psychologists work?

- The majority work in universities and colleges
- Others find research-related work in
  - Hospitals
  - Research Institutes and Centers
  - Government and Military Organizations
  - Private Companies and Industry

Advantages and disadvantages of experimental psychology.

- **Advantages:-**

1 Experiments are the only means by which **cause and effect** can be established.

2 It allows for precise **control** of variables.

3 Experiments can be **replicated**.

- **Disadvantages:-**

1 All the psychological phenomena cannot be studied by this method.

2 The experimental method is costly in term of money and time.

Clinical Psychology

- Clinical psychology includes the scientific study and application of psychology for the purpose of
  - Understanding
  - Preventing &
  - Relieving psychologically-based distress or dysfunction &
  - To promote subjective well-being and personal development

Definition of clinical psychology

It can be defined as the assessment, treatment, and study of human behavior in the context of biological, psychological, and social factors.

Clinical psychologists

"have a doctoral degree from an university providing a clinical psychology program in a department of psychology", according to the APA.

Clinical Psychology

"The official "birth" of clinical psychology can be traced to 1896 when Lighter Witmer opened the first Psychological Clinic in Philadelphia, Pennsylvania." --in 1896

What is Personality?

- Broadly speaking it has to do with how each of us is:
  - Different from everyone else
  - Similar to some people
  - The same as all humanity
- Specifically….

How did you get your personality?

- Genes?
- Experience?
- Both?

Thank You