



# **SNS COLLEGE OF ENGINEERING**

**Kurumbapalayam (Po), Coimbatore - 641 107**

**An Autonomous Institution**

**Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade**

**Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai**



## **DEPARTMENT OF MANAGEMENT STUDIES**

**COURSE NAME : 19BA101- MANAGEMENT AND ORGANISATIONAL BEHAVIOUR**

**I YEAR /I SEMESTER**

**UNIT 4- GROUP BEHAVIOR**

**Topic 1: INTRODUCTION**



# GROUP



## DEFINITION:

Group is defined as “two or more persons who are interacting with one another in such a manner that each person influences and is influenced by each other”.

## FEATURES OF GROUP:

- Two or more persons.
- Collective Identity
- Interaction
- Shared Goal Interest



## NEED & IMPORTANCE OF GROUP

- Personal Characteristics
- Safety & Security
- Status
- Opportunity for Interaction
- Affiliation
- Interest & Goal
- Power
- Increase in efficiency
- Attitude formation
- Formation of systematic society





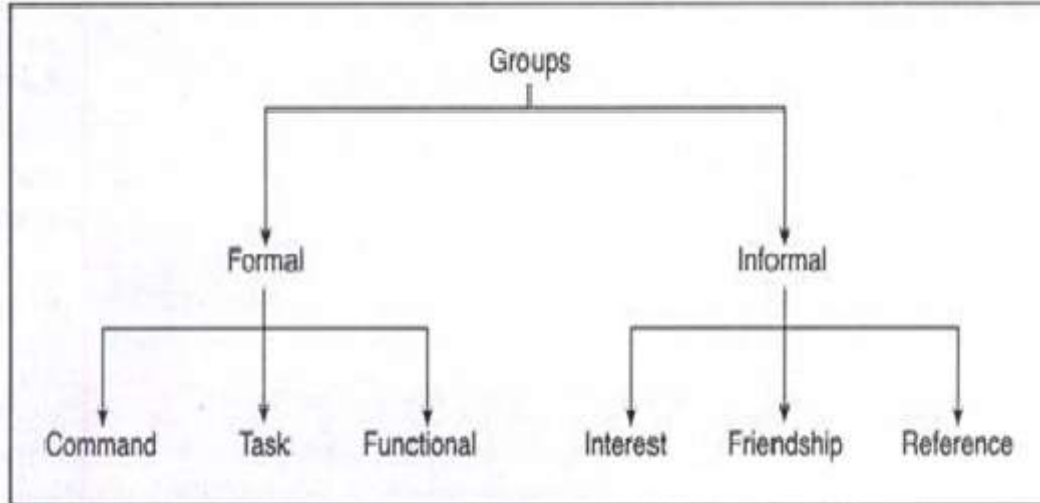
# NATURE OF GROUP



- ◀ Size
- ◀ Interaction with each other
- ◀ Common Goals
- ◀ Norms
- ◀ Informal Leadership
- ◀ Cohesiveness
- ◀ Interdependency
- ◀ Regularity
- ◀ Social pressure
- ◀ Devotion



# TYPES OF GROUPS





# Defining and Classifying Groups

## Group(s)

Two or more individuals interacting and interdependent, who have come together to achieve particular objectives.

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### Formal Group

A designated work group defined by the organization's structure.

### Informal Group

A group that is neither formally structured nor organizationally determined; appears in response to the need for social contact.



# Defining and Classifying Groups (cont'd)



## Command Group

A group composed of the individuals who report directly to a given manager.

Ex: Production Mgr and his Subordinates

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## Task Group

Those working together to complete a job or task.

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## Interest Group

Interest Groups are composed of individuals who may not be members of the same organisation but they are united by their interest.

Ex: Group of Professors who organise seminar on Law and Order

## Friendship Group

Those brought together because they share one or more common characteristics.



# Defining and Classifying Groups (cont'd)

## Nominal Groups

Presented with problems to be solved

Members share their ideas in a structured format

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## Non-performing Groups

Only on Paper

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# Difference between Formal Group and Informal Group

Basis of Difference	Formal Group	Informal Group
Formation	Well Planned	Unplanned
Objective	To achieve predetermined objective	It has no predetermined objective
Structure	It has an official hierarchy	Its structure is based on human emotions and sentiments
Authority	Institutional	Informal Influence
Leadership	The managers who have authority provide leadership	Informal leadership is not appointed but chosen by the group
Human Relations	Do not take care of human sentiments	Reflects human aspect
Flexibility	Rigid Structure	Loosely Structured
Stability	Usually Stable	May dissolve due to internal or external changes



# GROUP BEHAVIOUR

## Five stage model of group formation





THANK YOU