



# **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 4.4: Group Dynamics**



# GROUP DYNAMICS

- ◀ Dynamic=Force
- ◀ It refers to the forces operating in the group.
- ◀ Its concerned with dynamic interaction of individuals in face to face relationships.
- ◀ As a leader understanding the group dynamic is essential in order to both compose & guide the individuals within a group for the purpose of successfully & efficiently completing an assignment.



# GROUP DYNAMICS

## ◀ MEANING

- ◀ The social process by which people interact face to face in small groups is called group dynamics.”
- ◀ “Group dynamics” elaborates the effects of the roles and behaviors being played by an individual as they maintained membership within a group.
- ◀ It’s an interaction that influence the attitudes & behaviour of people when they are grouped with others through either choice or accidental circumstances.



# GROUP DYNAMICS

## OBJECTIVES

- ◀ Identify & analyze the social processes that impact on group development & performance.
- ◀ Acquire the skills necessary to intervene & improve individual & group performance in an organizational context.
- ◀ Build more successful organization by applying techniques by that provides positive impact on goal achievement.



# GROUP FORMATION

- ◀ Forming — a group is created
- ◀ Storming — group members seek out others in the group who share similar interests
- ◀ Norming — group norms are created
- ◀ Performing — group tasks are begun, carried out, and completed
- ◀ Adjourning — a group is disbanded after its goals have been met



**THANK YOU**