

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 5: ORGANISATIONAL CULTURE AND CHANGE

Topic 2: TYPES OF CULTURE



TYPES OF ORGANIZATIONAL CULTURE

Flexibility and innovation



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Flexibility and Discretion		
Internal focus and Integration	CLAN Team work It is like an extended family Corporate commitment to employees Employee involvement 	ADHOCRACY - Growth and entrepreneurship - Flexibility and creativity - Creative workplace - employee willing to take risk
	 HIERARCHY Clear lines of authority over organizational processes Respect for formal hierarchy Formal rules and policies Centralized decisions 	MARKET - Corporate competiveness - employee concerned with getting the job done - Results oriented workplace - Customers focus

Stability and Control

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TYPES OF CULTURE



Flexibility

Clan Culture Adhocracy Culture Leader type: facilitator Leader type: innovator mentor entrepreneur team builder visionary Value drivers: Value drivers: commitment innovations communication creativity development development Theory for effectiveness: Theory for effectiveness: participation innovativeness support commitment new sources **Hierarchy culture** Market Culture Leader type: coordinator Leader type: competitor hard driver monitor organizer producer Value drivers: Value drivers: efficiency market share timeliness goal achievement consistency profitability Theory for effectiveness: Theory for effectiveness: control and rivalry promote efficiency productivity Stability and control

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