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 3- INDIVIDUAL BEHAVIOR

Topic 3.3(a): Types of Learners and Learning Process

Visual Learners

◂ Prefer to read information in a textbook or on the whiteboard rather than listen to the teacher lecture

◂ Uses visualization techniques to remember.

◂ Visualize maps and directions in their mind

◂ They also enjoy doodling and drawing

◂ Typically use sight words in their everyday terminology

◂ They remember details including colors and spatial arrangements
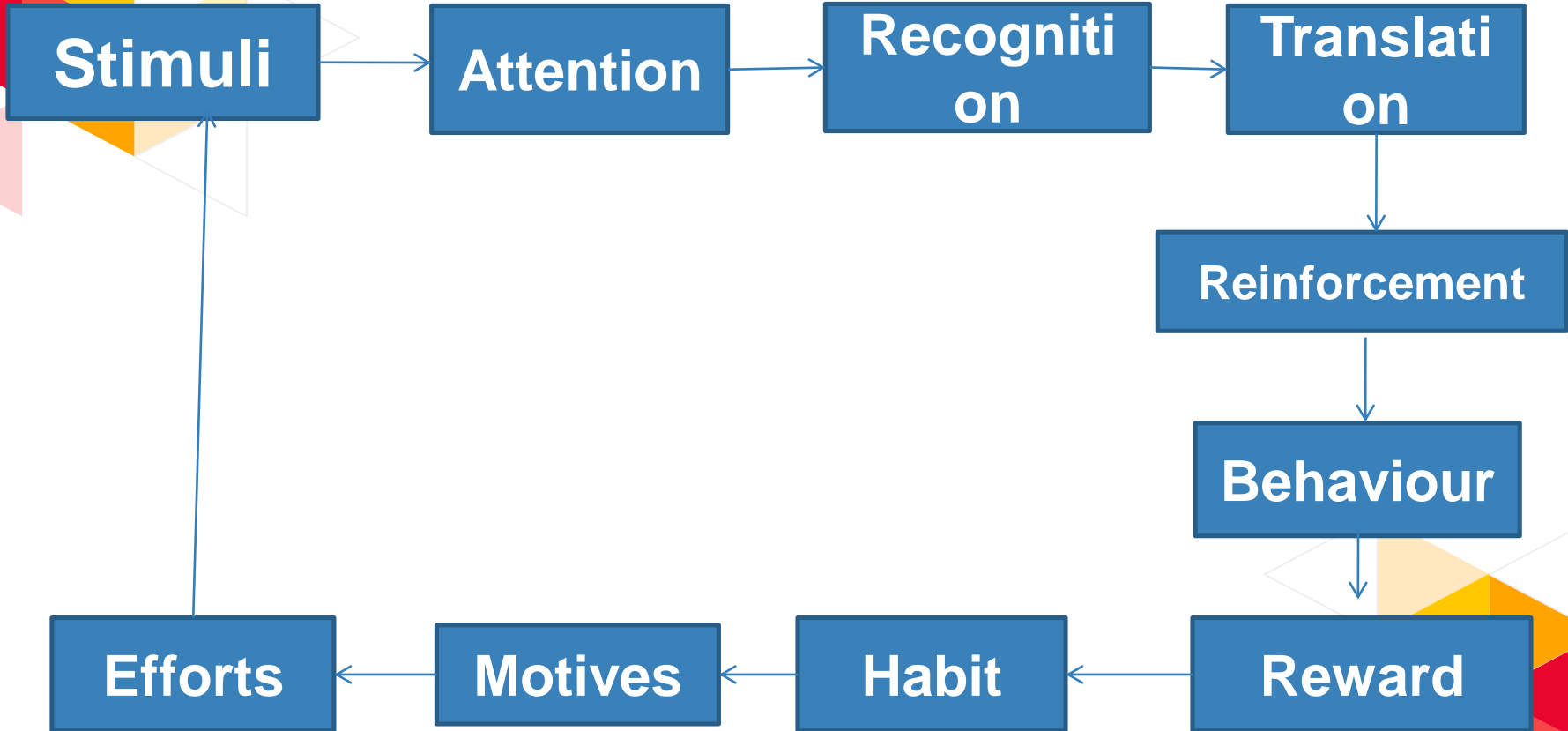
TYPES OF LEARNERS

◄ Auditory Learners
- ◄ Learn best by listening and talking around
- ◄ They are good at remembering things they hear
- ◄ They are good with words and language
- ◄ They are often distracted by noise and sounds
- ◄ Provide students with oral along with written instructions for assignments
- ◄ Allow time for students to read out loud or talk through problems

◄ Kinesthetic Learners
- ◄ Kinesthetic learners typically learn best by doing
- ◄ Simulations and role plays, and other methods that physically involve them in the learning process
- ◄ They are naturally good at physical activities like sports and dance
- ◄ They might pace while on the phone or take breaks from studying to get up and move around
- ◄ Some kinesthetic learners seem fidgety, having a hard time sitting still in class

Stimuli	→	Attention	→	Recognition	→	Translation

Reinforcement

Behaviour

Efforts	←	Motives	←	Habit	←	Reward

◄ **Stimuli**: Stimuli are any objects or language which draw the attention of people

◄ **Attention**: The degree of stimuli depends on the nature of the stimuli. All stimuli are not paid attention. Interesting stimuli are highly attended

◄ **Recognition**: After paying attention recognize whether the stimuli are worthwhile

◄ **Translation**: Recognized stimuli are evaluated to eliminate the irrelevant points for accepting a part of stimuli

◄ **Reinforcement**: Increase the strength of response

◄ **Behaviour**: Learning changes behaviour through reinforcement

◄ **Reward**: If the translated behaviour provides reward, accepted otherwise not accepted

◄

LEARNING PROCESS

- **Habits** : A permanent change in behaviour leads to habit

- **Motives**: Employees getting more satisfaction through learning develop high motives. Less satisfied learners are low motives

- **Efforts**: Habit helps to achieve good efforts and performance

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THANK YOU