



# **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 3.6: Attitude**



## ATTITUDE

- ◀ Attitude is a mental and neural state of readiness organised through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related.
- ◀ Attitude is a predisposition to respond in a positive or negative way to someone or something in one's environment.”



## COMPONENTS OF ATTITUDE

Cognitive components of an attitude : - the opinion or belief segment of an attitude.

Affective component of an attitude:- the emotional or feeling segment of an attitude.

Behavioural component of an attitude: an intention to behave in a certain way toward someone or something.



## FACTORS IN ATTITUDE FORMATION

### Group factors:

- ◀ Family
- ◀ Reference Group
- ◀ Social classes

### Personality factors



## POSITIVE ATTITUDE VS NEGATIVE ATTITUDE

### Benefits of Positive Attitude:

- ◀ Higher objective achieving ability
- ◀ Better leadership quality
- ◀ Better inter-personal relationship between employees
- ◀ Higher individual productivity
- ◀ Higher innovation
- ◀ Foster teamwork.
- ◀ Solves problems
- ◀ Improves quality
- ◀ Breeds loyalty



## LEADERSHIP

- ◀ Increases profit
- ◀ Foster better relationship with employers, employees and customers
- ◀ Reduce stress
- ◀ Helps a person become a contributing member of society and an asset to their country
- ◀ Makes for a pleasing personality



## CONSEQUENCES OF NEGATIVE ATTITUDE

- ◀ Bitterness
- ◀ Resentment
- ◀ A purposeless life
- ◀ Ill health
- ◀ High stress level for themselves and others.



**THANK YOU**