

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 CULTURE



Flexibility and Discretion

CLAN G - 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



TYPES OF CULTURE



Flexibility

Clan Culture

Leader type: facilitator mentor

team builder

Value drivers:

commitment communication development

Theory for effectiveness: participation

support commitment

Hierarchy culture

Leader type: coordinator monitor

organizer

Value drivers:

efficiency timeliness consistency

Theory for effectiveness:

control and efficiency

Adhocracy Culture

Leader type: innovator entrepreneur visionary

Value drivers:

innovations creativity development

Theory for effectiveness:

innovativeness new sources

Market Culture

Leader type: competitor hard driver

producer

Value drivers:

market share goal achievement profitability

Theory for effectiveness:

rivalry promote productivity

Stability and control



THANK YOU

