



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

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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