

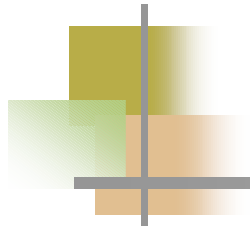
LECTURE 7 – 8:

Unit III:

Organisation Psychology
and Sociology

Organisation Psychology and Sociology

- Social groups and their functions; organisation, nature and purpose in business.
 - Basic understanding of human behaviour
 - Systematic studies of social life
 - Social influence

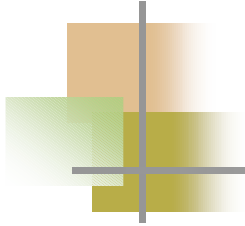


Organisation Structure

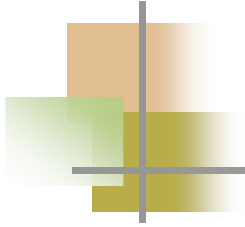


LECTURE 9:

- Purpose and types of organisation structure
- Organisational relationships



- As a structure, organisation is the network of horizontal and vertical relationships among the members of a group designed to accomplish some common objectives.
- It is a system or pattern of formal relationships that govern the activities of people.
- Types of Organisation Structure:
 - Functional organisation
 - Product-based organisation
 - Geographical organisation
 - Divisional organisation
 - Matrix organisation



- The formal structure of people, functions and facilities, organisation structure provides the mechanism within which people work together for accomplishment of desired objectives.
- Horizontal dimension depicts differentiation of jobs into departments or divisions.
- The vertical dimension reflects the hierarchy of authority relationships with a number of levels from top to bottom.