



ROHINI

COLLEGE OF ENGINEERING & TECHNOLOGY

MOTIVATION

Motivation:

"It is the willingness to exert high levels of effort towards organisational goals, conditional by the efforts ability to satisfy some individual need".

"It is defined as an inner state of one's mind that activates and direct one's behaviour".

Nature of Motivation:

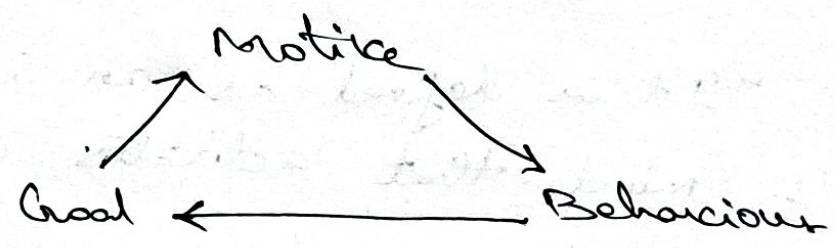
- a) Motivation is internal to man,
- b) Motives may come and go not the same
- c) Different motives may result in single behaviour
- d) A single motive can lead to different behaviour.

e) Environmental plays a major role in motives.

Maslow

Motivational Process:

It is the result of an interaction between entrepreneur needs and activities with incentives.

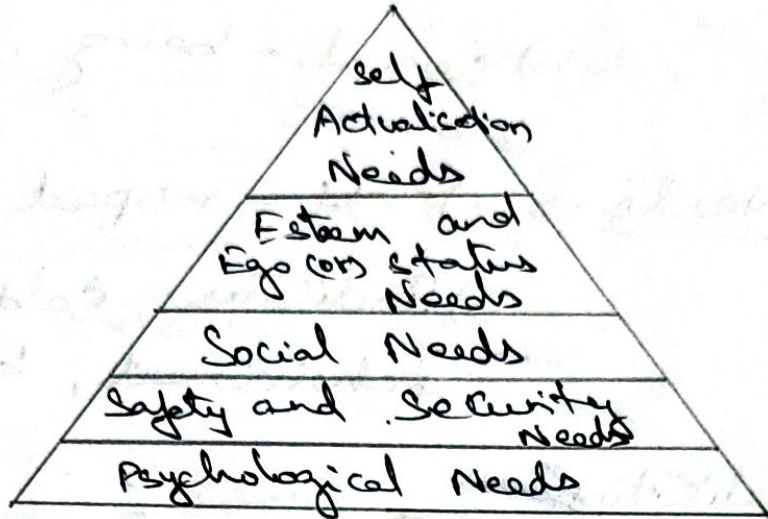


Theories of Motivation:

They are two, (ie)

- a) Maslow's hierarchy of Need theory.
- b) McClelland's acquired needs theory.

Maslow's Hierarchy of Need Theory



* It is like a ladder and each need becomes active only when the next lower need is reasonably satisfied.

a) Psychological Needs → a) Basic needs for human life

b) It includes food, clothing, shelter, air, water etc.

b) Safety Needs → a) Desires an economic security and protection from physical danger.

c) Social Needs → a) Interested in social interaction, companionship
b) social-being.

d) Esteem Needs → a) Self-respect, self-esteem.
b) Indicates Self-confidence, Achievement, knowledge etc.

e) Self-Actualisation Needs → Represents of all the lower, intermediate and higher needs of human beings.

2. McClelland's acquired Needs theory:

a) Need for Affiliation.

b) Need for Power

c) Need for Achievement.

* They look for challenging task.

* find situation to solve their personal responsibility.

major

Major Notices influencing an Entrepreneur:

They are two types, they are,

- 1. Internal factor
- 2. External factor

1. Internal factor:

- a) Desire to do something New.
- b) Educational qualification.
- c) Technical Background
- d) No. of years of Experience.
- e) Occupational Background.

2. External factor:

- a) Government support and assistance
- b) Availability of labour and raw material
- c) Promising demand for the Product.

Achievement Motivation Training:

- a) Need for achievement through goal setting and interpersonal support.
- b) like to take personal responsibility
- c) organisational skills.
- d) Concrete measures of task possibilities.

Partic
and acc

Kakinada Experiment (or) Thematic Appreciation Test (TAT):

* To improve the result.

* It is done in Kakinada city of AP.

* It is done in January 1964.

It is done for four main concepts:

- a) To attain concrete and frequency feedback.
- b) Participants sought models of achievement.

and

c) Participants thought of success and accordingly set plan and goals.

d) Participants are asked to talk and think to themselves in a positive manner.

Self - Rating:

* It is to assist / rate himself where he stands and in what way or in what line they have to improve.

* This rating helps the entrepreneur to notice his goal.

* Name

* Company

* Address, etc.

Business Game :-

Pages
No
#

It is defined as a sequential decision making, exercise structure on a model of a business operation, in which the trainee assumes the role of managing the simulated operation.

Objective:

- a) Decision making setting priorities.
- b) long range planning
- c) Effective use of time
- d) Personal and equipment.

* It is the motivation technique that are adopted to encourage and get an effective feedback from the workers.

Process for the game as follows;

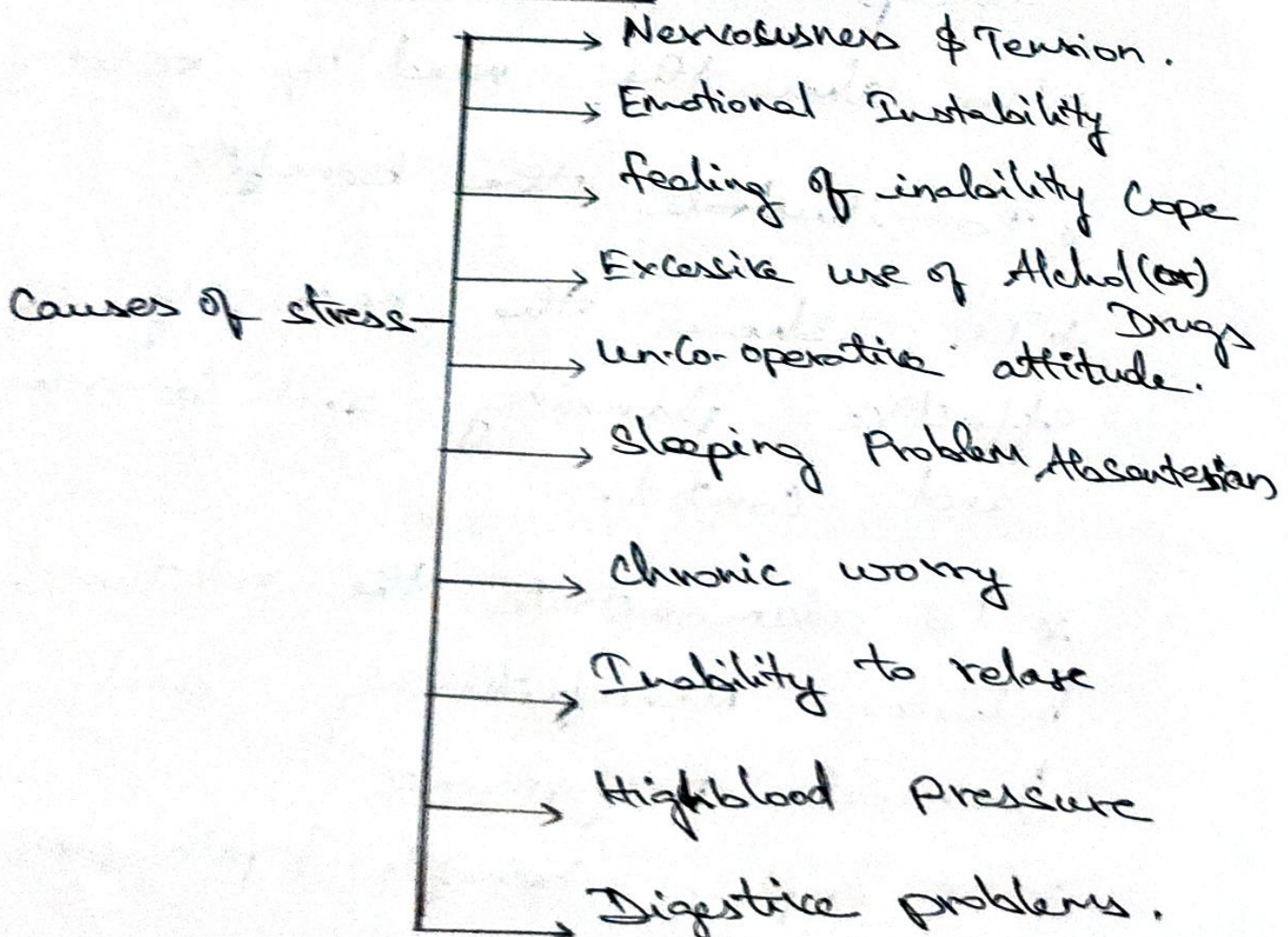
- * To outline the issues
- * To develop the first version of the game.
- * To play the game with M.I.S.
- * To explain the game throughout the group.
- * To show the importance of the concept.
- * To show the need of recognise.
- * To illustrate the benefits
- * To show the necessity of effective planning and co-ordination and control.
- * To demonstrate the relationship between manufacturing and financial performance.
- * To explain benefits & principles of the system.

Stress Management:

Stress on individual ranges from personal day to day life of their organisational activities.

It causes and impact and adopt the strategy for minimizing its impact.

Symptoms of stress:



The symptoms of stress is broadly classified in three types,

- (ie) a) Psycho somatic Problems
- b) Psychological Problems
- c) Behavioural Problems.

- a) Psycho - mind
Somatic - Body
- b) Related to anger, depression, tension, nervousness etc.

- c) (i) Drug Addition, Increase in Smoking, sleeplessness, etc.
- (ii) It happens to high level Peoples. (ie) disfunctional Behaviour.

Coping strategies for stress:

1. Individual stress
2. Organisational stress.

1. Individual level:

- a) Physical Exercise.
- b) Changing gears. (gears - Attention)
- c) Behavioural self-control
- d) Warming up one self.
- e) Social support

2. Organisational level:

- a) setting clear objectives
- b) Spread the message
- c) clarity in Roles.

Entrepreneurship Development

Programme [EDP]:

To develop the Entrepreneur,
this kind of programme is
done.

EDP Process:

- * selection of person with the required potential in terms of knowledge attitudes
- * Designing techniques for training.
- * selection and training Process
- * Survey of Environment.

Problems faced by EDP's:

1. Trainer Motivations → not in needed levels.
2. Lack in Commitment & Sincerity in conducting EDP's.
3. Non-conducive environment factor makes the trainer ineffective.

Need for EDP's:

To identify opportunities for entrepreneurs and give training and motivation to new entrepreneurs.

Objectives of EDP's:

1. Develop and strengthen their entrepreneurial quality.
2. Analyse the environmental setup relating to small industry and small Business (SSI).
3. Select Product/Project.
4. Know the source of help and support available for starting a Small-Scale Industry.
5. Acquire the basic management skills.
6. Develop Passion for integrity and honesty.
7. Understand the need of entrepreneurial discipline.