

18/06/21

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(2) Certification & Certification Rules  
step that a professional processes a particular set skills, knowledge or abilities on the option of the certifying organization unlike licensing, which applies only to people and is required by law, certification can also apply to products. CERTIFIED logo assure that the product has met rigorous testing to ensure that it is in line with other well-known certified products, and is generally voluntary. IT related Certifications  
Numerous Companies and professional organizations offers Certifications and opinions are divided on their value. many employees view them as a benchmark that indicated mastery of a defined set of basic knowledge on the other hand, because certification is no substitute for experience and doesn't guarantee that a person will perform well on the job. Some hiring managers are rather cynical about the value of certifications. most IT employees are motivated.

Blue



## Certification

## subject matter

Microsoft Certified  
Technology Specialist

Designing and optimising solutions based on Microsoft products and technologies

Cisco Certified Internetwork  
Expert

Managing and troubleshooting large networks

Cisco Certified Network  
Professional Security

Configuring and designing firewalls and the security settings on routers and switches.

CompTIA A+

Performing Computer and network maintenance, troubleshooting and installation. Including addressing security issues

Project Management  
Institute's Project Management  
Professional  
(PMP)

Leading and directing projects

Certification requirements generally  
vary and an individual the require  
education and experience.



③

## Motivational Theories:

Motivation is a state of mind filled with energy and enthusiasm, which drives a person to work in a consistent way towards desired goals. Motivation is force which pushes a person to work with high levels of commitment and focus even if things are against him. Motivation translates into a consistent blend of human beliefs.

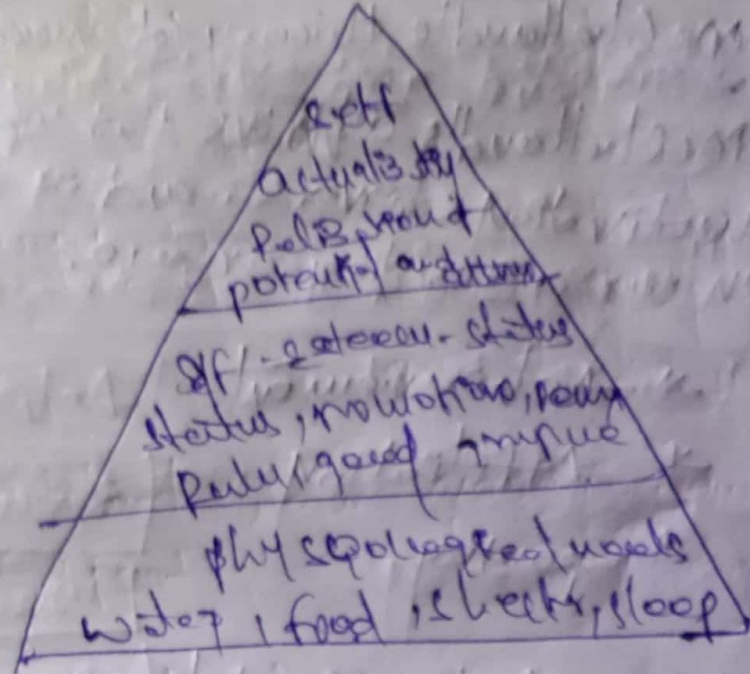
1. Maslow's hierarchy of needs
2. Herzberg's two factor theory
3. McClelland's theory of needs
4. Vroom's theory of expectancy
5. McGregor's theory X and theory Y

### Maslow's Hierarchy of Needs : Abraham

Maslow postulated that a person will be motivated when his needs are fulfilled. The needs start from the lowest basic needs and keep moving up as lower level need is fulfilled.

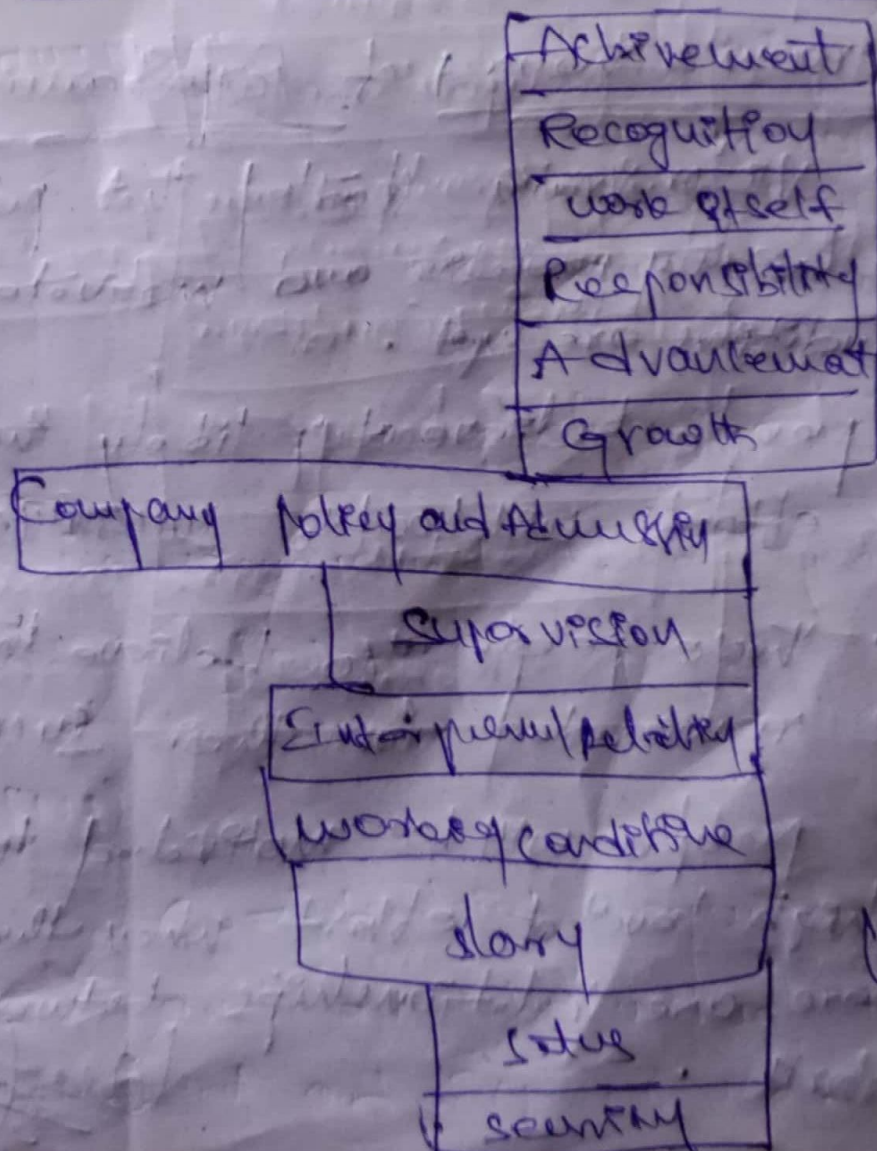
- \* physiological: physical survival necessities such as food, water and shelter
- \* safety: protection from threats, dangers





Herzberg's two factor theory:

Hygiene: job dissatisfaction motivator: job satisfaction





McClelland's theory of needs &  
McClelland's affirm that we all have three  
motivational drivers, and it does not depend  
on our gender or age.

\* Achievement

\* Affiliation

\* Power

A need for control over work or the  
other people with a high need for  
power desire situation in which the  
Expert and influence over things.

### Vroom's Theory of Expectancy

Victor Vroom started that people will  
be highly productive and motivated if two  
conditions are met.

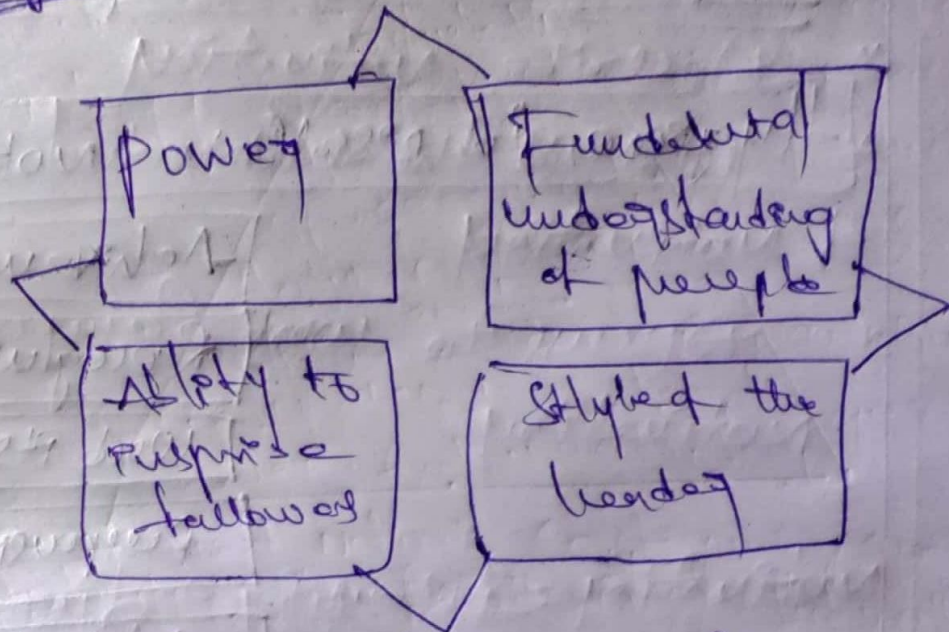
1. people believe it is likely that their  
in efforts will lead to successful results

2. those people also believe they will  
be rewarded for their success.

people will be motivated to exert  
a high level of effort when they believe  
there are relationships between the  
efforts.



## ⑤ Ingredients of leadership



## Motivation of hygiene factors

Motivation is a state of understanding standing filled with energy and enthusiasm, which gives a person to work in a coactive way to achieve desired goals. Motivation is force which pushes a person to work.

High level of commitment and focus even if things are against him. Motivation translates into a coactive level of human behavior and motivation.

Deep



# Hygiene and Motivating Factors

Hygiene job dissatisfaction motivators

Achievement

Recognition

Work Itself

Responsibility

Advancement

Growth

Company policy and structure

Supervision

Interpersonal relations

Working Conditions

Salary

Status

Security

brief



(7)

## Motivation in Organizational Behaviour

Motivation is one of three key performance elements. In fact, models suggest that performance is a function of ability, motivation and opportunity.

$$\text{Performance} = \text{Function} [\text{Ability} \times \text{Motivation} \times \text{Opportunity}]$$

Ability refers to a person's or a team's ability to perform a task. Opportunity refers to the timing and situation around the task.

Motivation is one of the most researched topics in organizational behaviour, because managers' ability to influence employee motivation can directly affect an organization's bottom line.

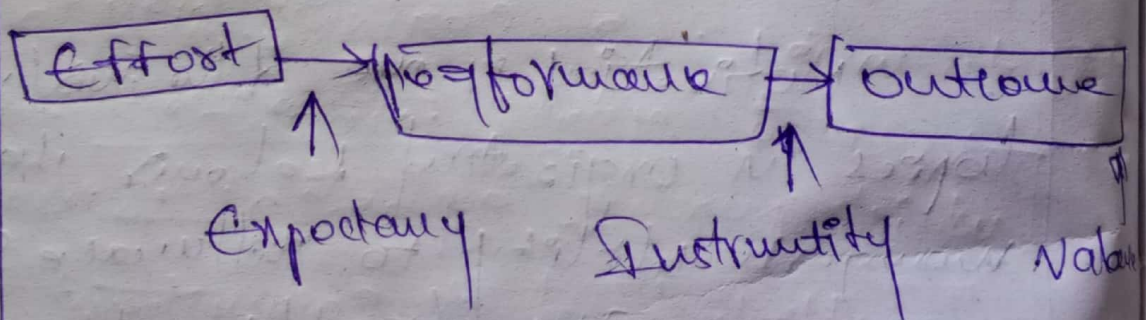
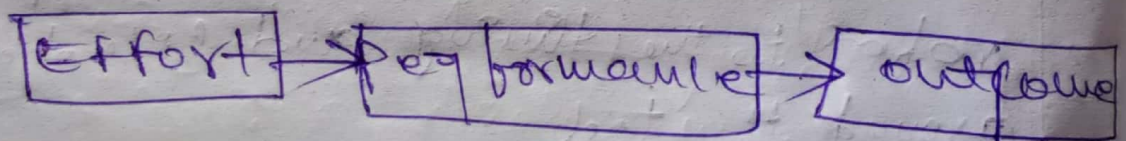
Can managers influence employees to be more productive by understanding their sources of motivation, or even creating sources of motivation? Most researchers agree that the answer to that is yes.



# Learning outcomes

- \* Describe motivation
- \* Discuss the individual components of motivation
- \* Discuss the work components of motivation

Motivated = Intensity + Direction + Persistence of effort.



The Expectancy framework assumes that motivation is a cognitive process and considering effort leads to good performance and good performance leads to outcomes.

beef.



⑧ ① Sometimes, an entrepreneur and leader or say Entrepreneurship and leadership are considered as synonymous meaning the same thing. But these two terms mean quite different meanings. Entrepreneurship means a set of attributes that an Entrepreneur..

② SAN FRANCISCO (Reuters) - A top executive may withdraw, one of the most powerful women in business is preparing to retire from the outfit amidst news. The Wall Street Journal said on Tuesday.

③ Women represent a small fraction of CEO's at the largest Corporations, although their ranks are growing & 50% of the CEO's on the list assume their roles within the past year & women lead some of the largest Corporations in a variety of industries ranging from technology of finance.

Ques