# JIWAJI UNIVERSITY
# SOS BUSINESS ECONOMICS

## TOPIC

Concept of Learning

Theories of Learning

MBA- II nd sem

SUB- Organisational Behaviour (204)

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# Topics to be discussed:

- Learning Concept
- Theories of Learning

# CONCEPT

Learning is the process of acquiring new, or modifying existing, knowledge, behaviors, skills, values, or preferences.

**Learning** can be **defined** as the permanent change in behavior due to direct and indirect experience. It means change in behavior, attitude due to education and training, practice and experience. It is completed by acquisition of knowledge and skills, which are relatively permanent.

# Components of Learning in OB

1. Change in behavior

2. Relatively permanent

3. Experience

4. Reinforcement

# Significance or importance of learning in OB

1. Helps to understand and predict human behavior at work

2. Helps to manage diversity

3. Helps to adapt changing technology

4. Helps to maintain TQM

5. Facilities organizational change and development

## Learning Theories

1. **Classical Conditioning Theory -:**

This theory is developed by Ivan P. Pavlov (1849-1936)

This theory has introduced a simple cause and effect relationship between stimulus and response. This theory states that learning a conditioned response involves association between conditioned stimulus and unconditioned stimulus..

It explains simple reflexive behavior which is unlearned behavior conditioned stimulus (CS) is a motivating and caused by unconditioned stimulus. Conditioned stimulus does not emerge automatically as unconditioned stimulus.

# Cognitive Mapping Theory

This theory was established by Edward Tolman (1886-1959), he considers that the learning as the outcome of deliberate thinking about the problem.

This theory states that learning involves a relationship between cognitive cues (hints about how to choose the right way) and expectations. Learning is the outcome of thinking and knowing.
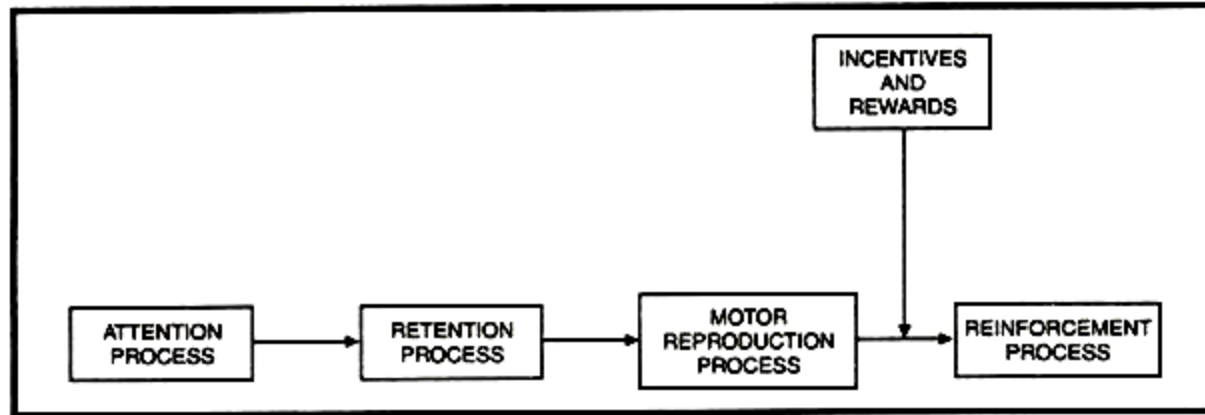
# Experiment of cognitive theory

Tolman conducted an experiment with white rat. He first trained rats to run in maze (web) without providing rewards (food). After trained them, he served food as rewards. One day after providing food, the rats are found running faster in this maze. This showed that rats learnt there will be food at the end of race and they used this knowledge in different ways in the following ways. This proves that animals have ability to learn things which they can use later in different ways. This connects cognitive maps in rats.

# 4. Social Learning Theory

Social learning theory was proposed by Albert Bandura in 1977.

This theory assumes that learning is not a case of environmental determinism (classical and operant views) or of individual determinism (The cognitive view). Rather it is a blending of both. Thus, social learning theory emphasizes the interactive nature of cognitive, behavioural and environmental determinants

# The following diagram illustrates the effect of the social learning model on the individual: