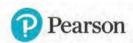


ORGANISATIONAL BEHAVIOUR & PERFORMANCE
LEVEL 4

EDITED BY LIZ AYLOTT



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Introduction

Welcome to the Student Textbook for the Pearson LCCI Level 4 Certificate in Organisational Behaviour and Performance (ASE20103). This textbook has been designed to support you in your LCCI studies and offers coverage of the LCCI specification content.

This textbook is divided into chapters, listed in the order of the specification content. Each chapter deals with an important section of content, with links to the specification listed on the first page.

Each chapter contains the following features:

- Learning objectives these summarise the knowledge, understanding and skills that you are expected to gain from this chapter.
- Tips these help improve your understanding of the course.
- Activities these give you practice on specific aspects of the theory and building your understanding.
- Real world case studies these show you 'real-life' examples of what you
 are studying and put learning into context.
- Chapter summary this section summarises the key points, in terms of knowledge, understanding and skills that you should have learnt from each chapter. If there are any points which you have not learned, it is recommended that you go back to that relevant section of the chapter to consolidate your understanding.
- Questions these apply to key areas of content in the specification, and help you understand individual concepts covered in the chapter. (The answers are contained in the back of the book, but we recommend you attempt the questions first before looking at the answer. Questions that require learners to conduct analysis will not be provided with specific answers to avoid introducing bias to the analysis. Only answers to straightforward questions will be provided.)

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We wish you the very best as you study this LCCI qualification.