

Course Objectives Week 4

Main Topic: The OD Process: The Diagnosis

Subtopics:

- OD diagnostic processes
- OD diagnostic roles
- Feeding back diagnostic information

Relevant Course Objective(s): This week's material addresses Course Objectives (1) Evaluate definitions, theories, and models of corporate culture; (2) Identify the roles and relationships corporate culture has in organizational performance; and (3) Use a systems perspective in analyzing organizational conditions.

Week 4 Learning Objectives:

At the end of this week, you should be able to:

1. Discuss the purpose of diagnosis in OD.
2. Explain the role of diagnostic models in OD.
3. Describe levels and types of OD interventions.

Readings: Read the *Introduction to Week 4* file and all of the readings on the *Week 4 Readings* list. You can find the readings under Course Resources>eReserves in the Table of Contents.

Discussion

Data collection is an important part of organizational diagnosis. OD consultants can gather data via quantitative methods (e.g., surveys) and/or qualitative methods (e.g., observation, interviews). Compare and contrast the benefits of using qualitative and quantitative data collection methods as they apply to OD.