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| **What will we be learning?**  1.4 Managing People | **Why this? Why now?**  Once you understand what markets there are, how they behave and how those markets can be influenced by marketing activity, you then need to consider how that supply and demand is met through businesses using people and how they recruit, train, organise and motivate employees, as well as the role of and enterprising individuals and leaders is critical to business success. | **Key Words:**  Asset Vs Cost  Flexible Working  Dismissal  Redundancy  Trade Unions  Internal Recruitment  External Recruitment  Induction training  On-the-Job Training  Off-the-Job Training  Hierarchy  Chain of Command  Span of Control  Centralised v’s Decentralised  Tall Structure  Flat Structure  Matrix Structure |
| **What will we learn?**  1.4.1 – Approaches to Staffing – Asset v’s Cost, flexible working, dismissal between dismissal and redundancy and how businesses manage employer / employee relationships  1.4.2 – Recruitment, Selection and Training – Recruitment and Selection process, costs of this process and types of training  1.4.3 – Organisational Design – Key terms from structure, different types of structure and impact of structure on business efficiency and motivation  1.4.4 – Motivation in theory and practice – motivation theorists, financial and non-financial techniques to improve motivation  1.4.5 – Leadership – difference between leadership and management and types of leadership style | |
| **What opportunities are there for wider study?**  TED talks regarding different approaches to organisational design and leadership to reflect the more modern approach and reflect how quickly the external environment changes.  Reading of the Business Review magazine to get up to date perspectives on this | |
| **How will I be assessed?**  Motivation Presentation on how motivation works in theory and in practice. | |