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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 CostFlexible WorkingDismissalRedundancyTrade UnionsInternal RecruitmentExternal Recruitment Induction trainingOn-the-Job TrainingOff-the-Job TrainingHierarchyChain of CommandSpan of ControlCentralised v’s DecentralisedTall StructureFlat StructureMatrix 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 relationships1.4.2 – Recruitment, Selection and Training – Recruitment and Selection process, costs of this process and types of training1.4.3 – Organisational Design – Key terms from structure, different types of structure and impact of structure on business efficiency and motivation1.4.4 – Motivation in theory and practice – motivation theorists, financial and non-financial techniques to improve motivation1.4.5 – 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.  |