

People in Business

IGCSE Business Studies ■ Topic 2

IGCSE Business Studies



People in Business

What we will cover

- 1 Why motivation matters
- 2 Motivation theories
- 3 Methods of motivation
- 4 Organisation charts
- 5 Recruitment & selection
- 6 Communication

1 Motivation

People in Business

└ Motivation

Why motivation matters

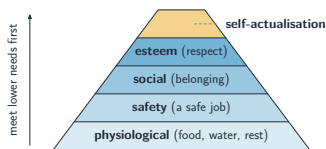


- higher **productivity** 生产率 – each worker produces more,
- lower **absenteeism** 缺勤 – fewer workers stay away from work,
- lower **labour turnover** 员工流动率 – fewer workers leave, so the business spends less time and money hiring and training new staff.

People in Business

└ Motivation

Motivation theories



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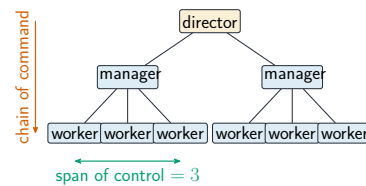
Methods of motivation

financial
wage 工资, piece rate 计件工资, commission 佣金, bonus 奖金, profit sharing 利润分享

non-financial
job rotation 工作轮换, enrichment 工作丰富化, autonomy 自主权, teamworking

2 Organisation

Organisation charts



An **organisation chart** 组织结构图 shows who reports to whom:

- **hierarchy** 层级 & **chain of command** 指挥链
- **span of control** 管理幅度 – direct subordinates
- **delayering** 扁平化 removes a level

Recruitment and selection

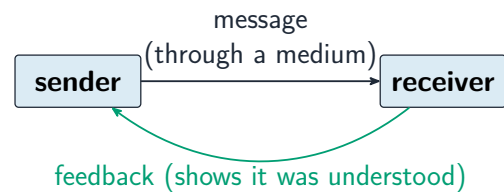


Write a **job description** 职位描述 & **person specification** 人员规格, advertise, shortlist, then interview. **Internal** 内部招聘 (from within) is cheaper; **external** 外部招聘 brings new ideas.

Communication

A message goes from sender to receiver, who gives **feedback** 反馈.

Communication barriers 沟通障碍 (noise, unclear words, too long a chain) cause mistakes.



3 Recap

Worked example – motivating workers

A factory pays piece rate. Output rises but quality falls and workers complain. Explain and suggest a fix.

- Piece rate pays **per unit made**, so workers rush to make more.
- They **cut corners** ⇒ more faults, more waste, unhappy customers.
- It also ignores **non-financial** needs – Maslow's esteem and social levels.
- Fix: pay a **basic wage** + a **bonus for quality**, and add **job rotation** or **teamworking**.

Money is not the only motivator. Herzberg: pay is a **hygiene factor** – too little demotivates, but more of it does not motivate. **Recognition and responsibility** do.

Topic 2 – key takeaways

1 Motivation

raises productivity; cuts absence & turnover

2 Theories

Taylor (pay), Maslow (needs), Herzberg

3 Org chart

hierarchy, chain of command, span of control

4 Communication

sender, receiver & feedback; mind barriers

Check yourself

- 1 Name one benefit of a motivated workforce.
- 2 What did Taylor say motivates workers?
- 3 What does span of control measure?
- 4 What completes the communication process?



Answers 1. e.g. higher productivity 2. pay (more pay for more work) 3. subordinates one manager controls 4. feedback