

A-Level Business

Summer 2018

Part 1

Employee motivation is a key aim for any business. In the space below, mind map the reasons why motivated staff are such an asset to a business.



Part 2

Over the years a number of important theories concerning the motivation of staff have evolved. Amongst the most important are:

- Scientific Management (Taylor)
- Human Relations Approach (Mayo)
- Hierarchy of Needs (Maslow)
- Herzberg (Two Factor Theory)

Your task is to select one of these theories and prepare a factsheet. This will need to include one/two sentences introducing the theorist, a detailed explanation of how the theory works and a section which applies the theory to a business of your choice, demonstrating how the business might have been influenced by the work.

At the bottom of the sheet you should also include a bibliography which lists the sources of information you have used.

Part 3

Another major influence on motivation within a business will be the style of leadership that is used by the managers. This will fall into one of four broad categories: autocratic, paternalistic, democratic or laissez-faire.

Research and prepare a PowerPoint presentation which explains each of the 4 different approaches to leadership. Outline each approach and give examples of situations where each might be best used.

At the end of the presentation include a slide which lists the sources of information you have used.

Possible Sources

www.businessballs.com (weird name, good information!)

www.tutor2u.net

Google searches will give you lots more....