

Classical and human approaches in business management essay

[Business](#)



**ASSIGN
BUSTER**

Classical And Human Approach in Organisational Behaviour The human approach focuses very much upon the individual not money and the organisation itself as the classical approach does. It emphasises the needs, motivators and the understanding of workers. Studies such as the Hawthorne effect (1924-1932) and the findings of Mayo, Maslow and such others suggest that when employees needs are fulfilled they can be motivated which can lead to many benefits such as increased work rate, efficiency, loyalty etc. The general assumptions of the human approach is that when workers collaborate together and work in groups then this can lead to better co-operation and communication which could improve the productivity of a company, in contrast the classical approach focuses just on individuals working on individual roles. Maslow (1943) developed his study on the hierarchy of humans needs. He stated that in order for a human to reach self actualisation then they must have other needs fulfilled.

E. g. safety. This theory can be adapted to a business workplace as Herzberg (1923-2000) elaborates on Maslow's idea with his 2 factor theory. He believed that in order for a worker to be satisfied at work they must have their hygiene needs, or basic needs, fulfilled such as getting paid.

And that in order to be motivated to work a worker must have his motivational needs fulfilled, such as recognition of a good job. However it is very hard to measure the motivation of a person so studies such as these lack solid empirical evidence they also do not take into account external factors which can drastically effect the results.