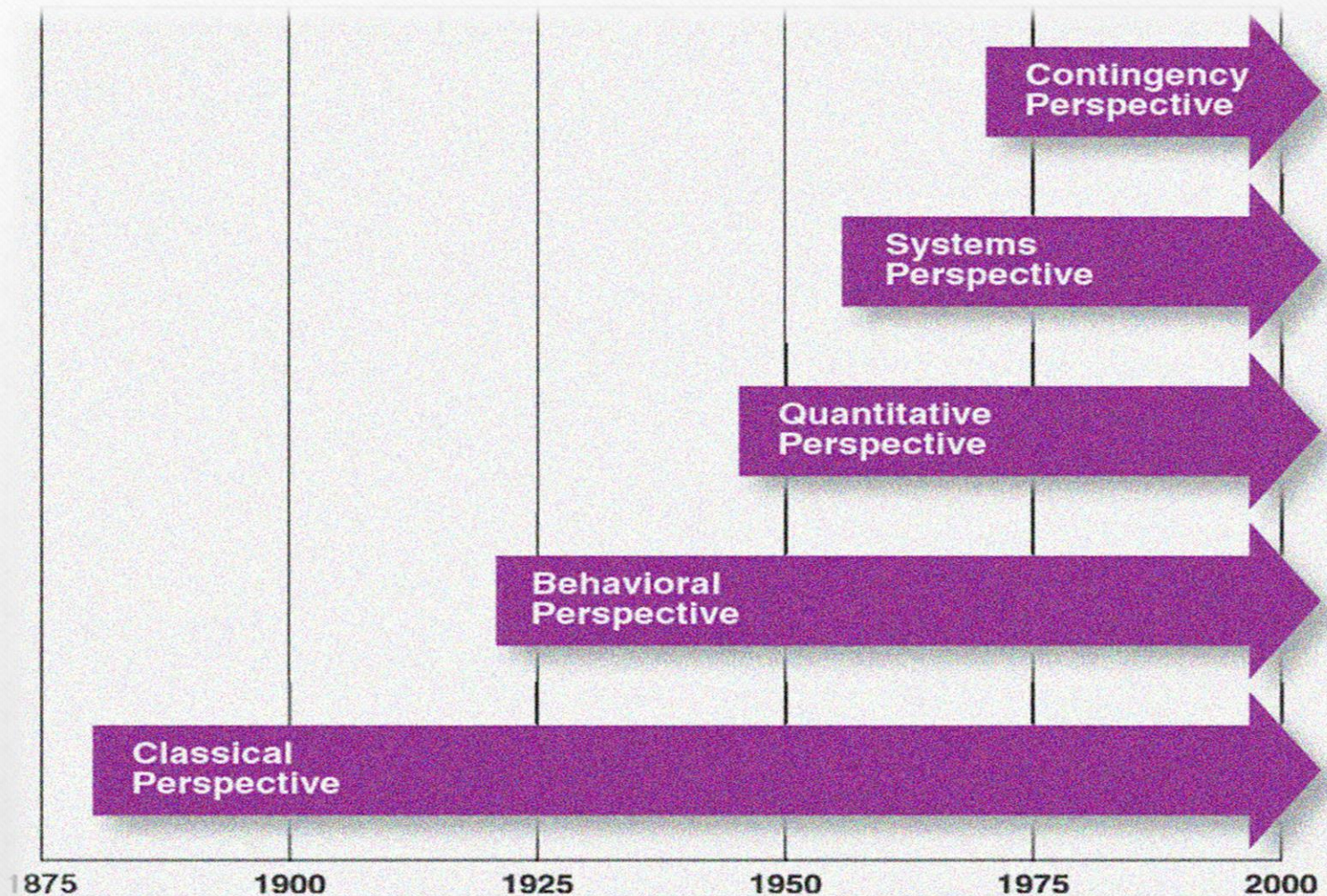


UNIT ONE- Part Three

EVOLUTION OF MANAGEMENT THOUGHT



DIFFERENT APPROACHES

CLASSICAL

- SCIENTIFIC
- ADMINISTRATIVE
- BUREAUCRATIC

BEHAVIOURAL

- GROUP INFLUENCES
- MASLOW'S NEED THEORY
- THEORY X AND THEORY Y
- HAWTHORNE STUDIES

MODERN

- SYSTEM
- CONTINGENCY

Classical approaches

*Assumption: People are
rational*

Scientific management

Frederick Taylor
Frank and Lillian Gilbreth

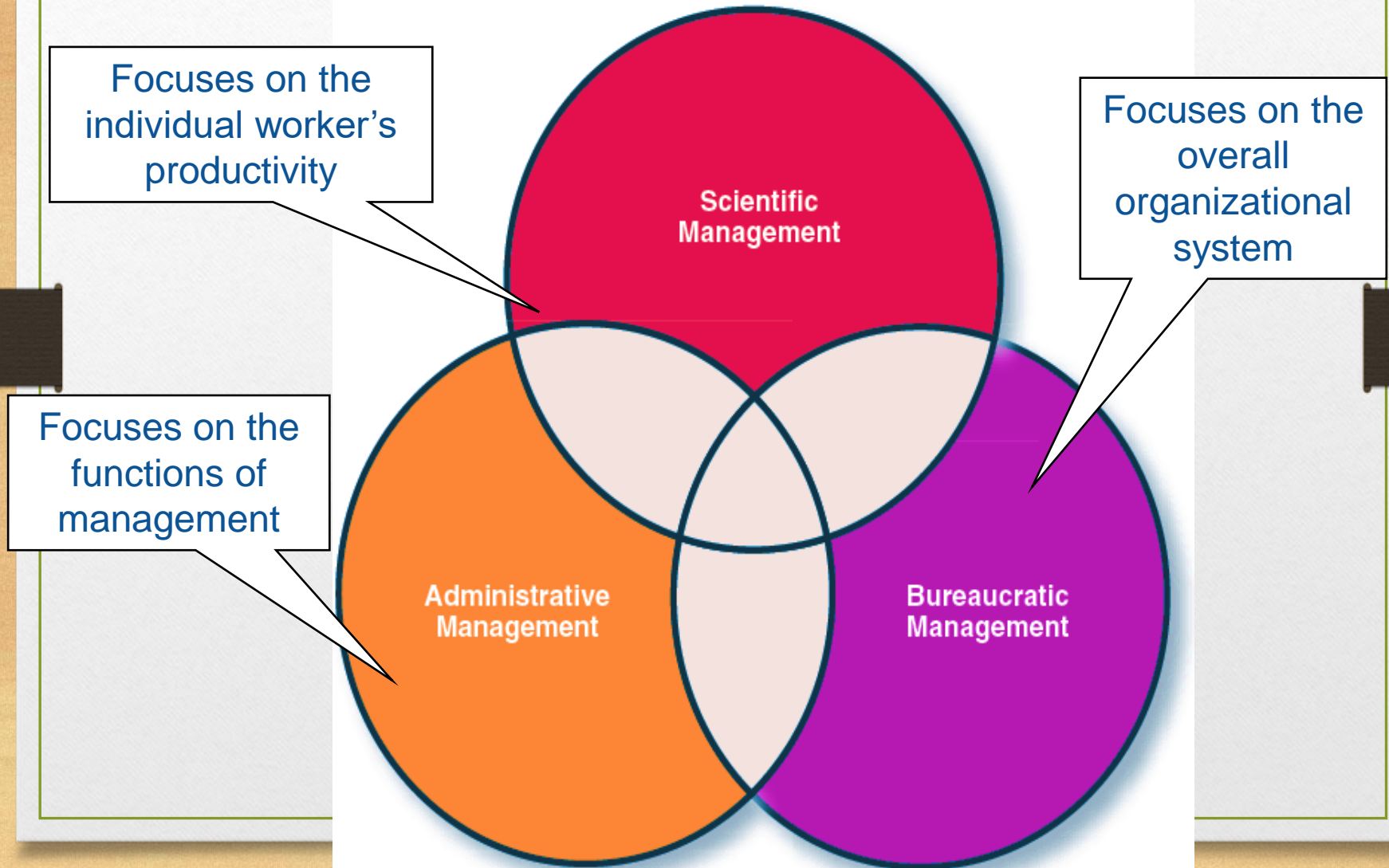
Administrative management

Henry Fayol
Mary Parker Follett

**Bureaucratic
management**
Max Weber

CLASSICAL APPROACH

Classical Perspective



Hawthorne Studies
Elton Mayo

Theory X and Theory Y
Douglas McGregor

**Human resource
approaches**
Assumption:
People are social
and self-actualising

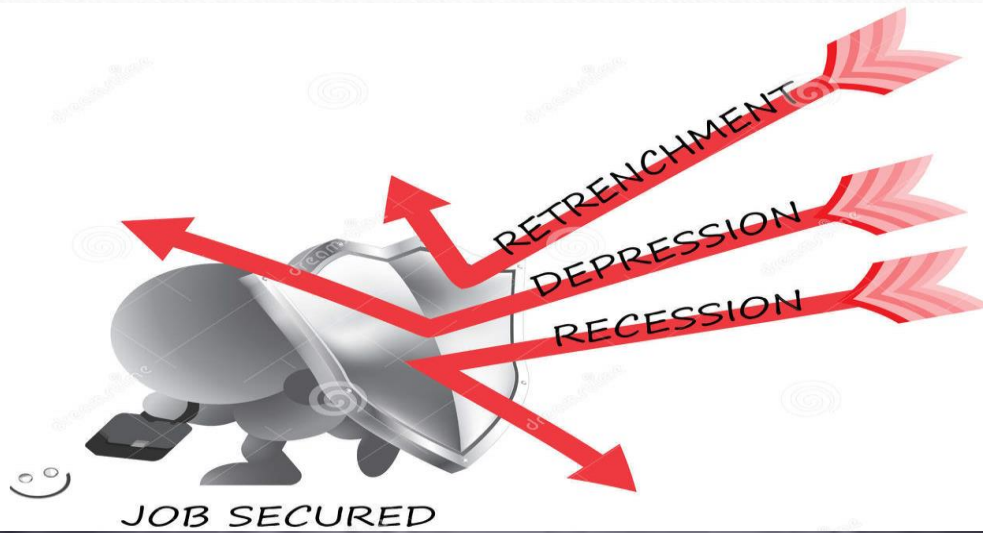
Theory of human needs
Abraham Maslow

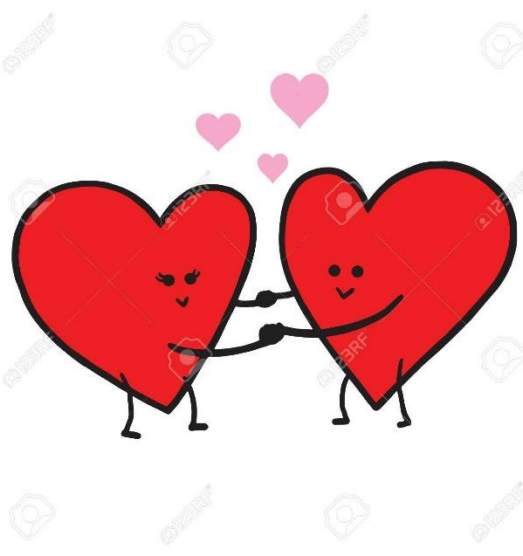




Maslow's Hierarchy of Needs







HOW TO RAISE YOUR SELF-ESTEEM



LIVING
CONSCIOUSLY



SELF
ACCEPTANCE



SELF
RESPONSIBILITY



SELF
ASSERTIVENESS

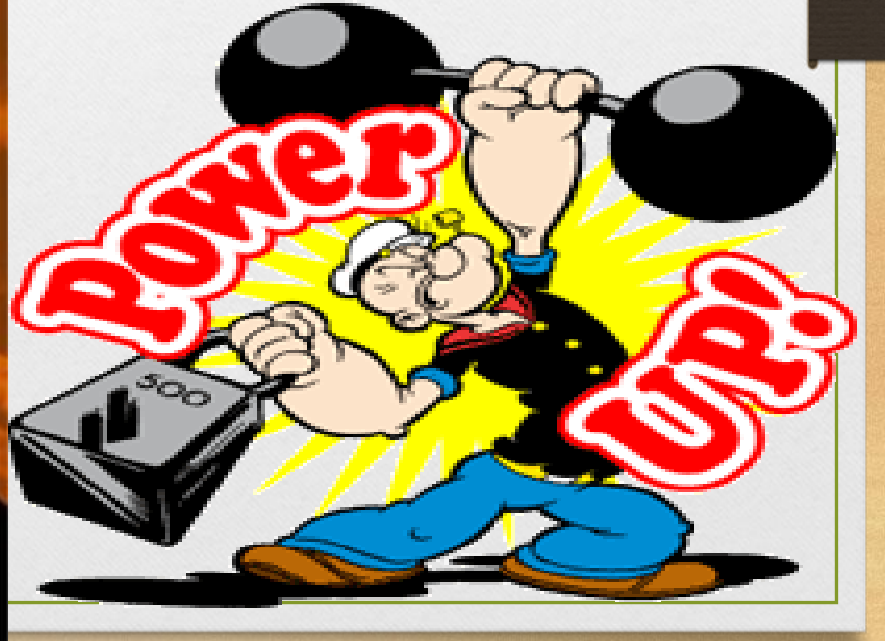


LIVING
PURPOSEFULLY



PERSONAL
INTEGRITY

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Environmental Factors- Internal and External Factors





VIDEOCON



BSNL

Connecting India



vodafone



TATA





