HUMAN RELATIONS - BASIC COMPONENT IN RUNNING A BUSINESS

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Human relations are needed not only in employment, but in all aspects of life. Getting along with people is, after all, the basis of human relations.

Every process or activity, every human undertaking must pre-suppose something already existing. Since science is a structure of knowledge, it must not rest on shifty and sandy foundations, but must be grounded on the granite rock of well-established facts and principles.

And running a business is no excuse on the above fundamentals, as a business is both an independent unit in the economy, it run for profit and part of a complex political and legal system.

As Richmond, A.F. (2014) at the highest levels of business, planning involves establishing company strategies that is determining how the resources of the business will be used to reach its objective.

An efficient business organization requires a system of controls for keeping the top management informed as to how well the company is meeting its goals.
According to Kagan and Havemann (2001) an efficient business organization must possess a leadership traits consist of persistence, dependability, self-confidence, one who knows human motives and verbally facile.

The web of relationships within which a business operates includes along with its customers, its suppliers and its employees, likewise the way a firm is organized, the nature of its transactions with other firms, its responsibility to consumers and the obligations it owes to society at large.

References: