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# ASSESSING AND PROPOSING COCA COLA COMPANY'S HR POLICY AND HEALTH, SAFETY, AND WELLBEING GUIDE

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[COMPANY NAME]

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# **Assessing and Proposing Coca Cola Company's HR Policy and Health, Safety, and Wellbeing Guide**

## **1. Introduction**

The Human resource management is the method of recruiting, selecting employees, offering proper initiation and induction, providing appropriate preparation and ability development, assessing employees (performance appraisal), providing fair pay and rewards, inspiring, and ensuring proper labor and collective union ties, maintaining employee protection, welfare, and wellbeing by adhering to labor laws in the relevant state or country (Ketelaar, 2016).

Many great academics have characterized human resource management in various forms and with various terms, but the basic sense of human resource management is concerned with how to handle personnel or workers in an organization (Ketelaar, 2016).

Human resource management is currently the most common function. This is because people provide a company with a strategic edge, and handling people is the domain of HRM. If a company has a strategic edge, it is the only one that can sell a commodity at a reasonable price and of high quality while its rivals cannot (Ketelaar, 2016).

Because of the consequences of globalization, the corporate climate is now highly competitive. In such a case, an organization's success is heavily influenced by its ability to implement appropriate HR strategies (Omar et al., 2020).

All organizations, big and small, must ensure that they have professional personnel who are capable of meeting this task. Human resource management is a relatively new philosophy that entails a set of concepts and strategies for managing individuals. Human resources are the most important resources of any enterprise and it cannot survive without them (Ketelaar, 2016).

## **Human Resource Management Scope (Ketelaar, 2016)**

### **1. The personnel Aspect**

**Human Resource Planning** – Which is the mechanism by which an organization determines the number of open positions.

**Worker Analysis and Role Design** – Job analysis is the organized method of collecting, logging, and reviewing data regarding a career's work requirements. The method for defining the tasks or behaviors that characterize a work is known as job analysis.

**Recruitment and Selection** – Recruitment is the method of creating ads based on role research data and distributing them in newspapers. The method of selecting the best applicant from among those who apply for a job is known as selection.

**Orientation and induction** – Informing the chosen individual of the organization's history, philosophy, beliefs, and job ethics.

**Training and Development** – All current and former workers are given training to help them do better.

Human Resource Management conducts a performance appraisal on each employee. Employee success is used to focus on promotions, bonuses, benefits, and wage increases.

**Compensation Planning and Remuneration** – Human Resource Management is in charge of compensation planning and remuneration.

**Motivation** – Human Resource Management strives to keep people engaged so that they bring in their best efforts at work.

**2. Welfare Aspect – For the good of workers,** Human Resource Management must adhere to such health and safety requirements. It addresses working conditions as well as

services such as canteens, crèches, rest and lunch areas, accommodation, transportation, medical assistance, school, health and safety, recreation facilities, and so on.

**3. Industrial Relationship Aspect** – HRM works to maintain cooperative relationships with union partners in order to prevent protests or lockouts to ensure the orderly operation of the company. It also addresses issues such as cooperative mediation, collective bargaining, grievance and administrative processes, and dispute resolution.

Employees are an organization's human capital and its most valued commodity. To be competitive, a company must prioritize employee efficiency (Thomas, 1988).

Human resource management (HRM) is concerned about the people in an organization. Because of the diverse existence of humans, “man management” is a very critical and difficult work. No two humans are alike in their mental skills, tacticians, sentiments, and behaviors; they therefore vary greatly as a group and are subject to a wide range of factors.

People are responsive; they sound, perceive, and behave, so they cannot be run like a computer or moved and altered like a room layout blueprint. As a result, management teams must handle them with tact (Dr.S.Ganesan, 2014).

Human resource management (HRM) is the practice of treating individuals in an organization in a humane manner. The human resources approach to manpower allows the management to see people as a valuable resource. It is the method by which an organization can use its manpower not just for the good of the organization, but also for the growth, prosperity, and self-satisfaction of the people involved. Thus, HRM is a framework that emphasizes on human capital creation on the one side and good people management on the other, so that people can experience human dignity in their employment (Dr.S.Ganesan, 2014).

**Established strategic human resource management (Armstrong & Brown, 2019)**

SHRM can be described in a variety of ways. Wright and McMahan (1992: 298) described it as a "pattern of scheduled human resource deployments and activities intended to allow an enterprise to achieve its goals." Such examples include:

A management strategy that includes HR techniques intended to increase organizational performance and tests the effect of these strategies on organizational success.

The selection, coordination, and application of an organization's human capital management strategy so that its human capital capabilities contribute more efficiently to strategic business goals.

Both behaviors influencing individual's behavior in their attempts to devise and execute the business's strategic needs.

The common theme in these meanings is that the function of SHRM is to further the organization's goals. According to Fombrun et al (1984: 37), the crucial managerial challenge is to balance the formal framework and human resource processes such that they drive the organization's strategic goals.

HRM is concerned with development. It is a priority at all levels of management and offers opportunities for employee engagement, success, and development. Several businesses today favor human resource management over staff management because HRM plays an important role in retaining a high-quality team of working experts. Furthermore, it has some implications, which are discussed further below.

H R M guarantees the right level and quantities of workers in the workplace, as well as resources for individual and company staff to develop and improve their careers. Motivated workers work tirelessly to achieve their own career goals, which has a positive impact on the organization's productivity. The essence of sustainability is to minimize costs while optimizing profits.

Human resource management serves a variety of roles, one of which is workforce preparation and development. Training and learning systems keep workers up to date with the capabilities required to adapt to changes in the organization's climate, function, and technology.

A big feature of human resource management is to maximize the use of human resources while keeping them in the enterprise for the long run. HRM handles duties such as delivering fringe benefits, bonuses, and incentives to eligible workers under this role. These efforts not only aid in the retention of staff, but also in the successful achievement of the organization's goals.

Human resource administration evaluates job results on a regular basis in order to consider both excellent and mediocre performers. Excellent employees are then compensated in exchange for their efforts.

Human resource management creates jobs based on collaboration. Since collaboration necessitates contributions by all team members, HRM insists on making each and every employee feel respected such that each employee contributes to the best of their abilities.

To remain competitive, any organization must retain a positive public profile. Anyone would like to work for a company that is known for its positive and social behavior. Companies that do not treat their workers well, on the other hand, can suffer from employee deficiency and even collapse.

The aim of this report is to assess the current HR policies of a global beverage company the Coca Cola Corporation Limited (CCCL). After the analysis of the current HR practices the report will further explain the proposed HR policy with higher benefits and improved structure for the company which will be supported by new job listings for the post of secretary, marketer, and operation manager. Lastly, the report will focus on the Health, Safety, and wellbeing policy of the CCCL and will guide the importance of establishing that for the organization. This report is divided into four major sections which are guided from the above stated focus of this report.



## **2. Coca Cola Company's Current HR Policies**

The Coca Cola Company is the world's number one seller of non-alcoholic beverages including sparkling drinks, juices, water, and coffee in the world with having more than 25 billion dollars' worth of brands and products which consists of more than 3500 hundred products offered in different regions of the world. The coca cola company has started its business operations more than 100 years ago in 1886 from Atlanta, United States. Since then, the brand has captured the markets of whole wide world in more than 200 countries of the world by their famous carbonated drink formulae of coke. The coca cola company has more than 4 million employees in their global network and to manage such large workforce and business a very strong HR policy is required. The HR-measures, policies, and practices actually have a position in the fundamentals in any company's developmental and success factors. According to the famous research article of McKinsey and Co which stated that the organizations are fighting for the talented people and are using all their means to get hold of talented individuals to join their companies and this war for talent will grow with the passing time which turned out to be true. Notwithstanding, simply finding and recruiting the opportune individuals is by all account not the only deterrent which was distinguished. The retention and attraction of the labor force is the key. Accordingly, the business organizations provide their employees with a chance to train, learn, grow, and increases their own worth. At that point, companies focus on the ways of recruitment and selection to decide on grabbing the best talent available. That done, the talent hired must provide chances to grow further (Atkinson et al., 2021). These basic principles of developing HR policies have not get outdated till now and are still useful.

The current HR policies of CCCL are focusing on targeted hiring and recruitment. The process is focused on internal and external hiring chances in which the Coca-Cola Company Limited (CCCL) set up a typical method and structure to keep up quality guidelines to a specific level.

In the external hiring process, CCCL is consistently on the post for new ability, be it in experienced recruits, the Coca-Cola graduate program, or the University Talent Programme (The Coca Cola Company, 2020). As it costs in normal up to \$5000 to select a worker for a vacant position the hiring process is very focused and only shortlist the individual whose capacities are fitting impeccably to the empty position. They use the policy of attraction to shortlist the candidates and CCCL accomplishes this with a global leader who focuses towards being representatives of a local area with shared qualities and expressing it is a neighborhood business on a worldwide scale with an extraordinary culture and a technique to develop from the inside. This implies that a new worker is completely incorporated and has an assortment of improvement projects to look over just as having 'stand-out' encounters like being a brand-diplomat at major events such as sports finales and many others.

The CCCL comprehends the difficulties in the worldwide HR policy management and can make a wide reach of measures and activities to react. The Coca cola company focuses on the focused recruitment programs, high incentive systems for employee retention and the promotion of unified organizational culture named as 'ONE' which helps in making employees retained and being loyal to the corporation through sound connection to the representatives, their inspiration and responsibility. However, the company being a global leader should have a higher focus on the health, safety, and wellbeing of their employees which seemed to be lacked in their HR policy keeping in mind the current scenario of corona virus pandemic. Also, the company must focus on the change in socioeconomic factors among the labor force, the new expectations of world societies with the company and addition of new advancements in their revised HR policy. As the 'battle for ability' will not be less extraordinary among the industry pioneers later on, it is imperative for CCCL to hold the picture of an alluring manager by empowering imaginative constructions and exceptional profession openings.

### **3. Proposed HR Policies**

To improve the current HR policies of the coca cola company, the proposed HR policies focused on employee retention, performance appraisal, better customer services practices, and technological advancements is explained below which will help the coca cola company to further develop and grow their business. To develop a strong HR policy, the focus on employee retention is crucial in the testing times of COVID-19 and other economic downturn factors. Having a talented workforce is not enough, retaining talented employees is the key. Worker work satisfaction and engagement factors are key elements of representative retention programs. The significance of tending to these components is self-evident, however really doing so requires some investment and these undertakings are frequently left for one more day. Notwithstanding, the result of zeroing in on representative retention—as far as expanded execution, efficiency, worker confidence and nature of work, in addition to a decrease in both turnover and representative related issues—is definitely worth the time and monetary speculation. Most importantly by overseeing for worker retention, associations will hold skilled and spurred representatives who really need to be a piece of the organization and who are centered around adding to the association's general achievement.

To improve the strategic focus on wellbeing, the company should focus on developing a health, safety, and wellbeing (HSWB) guideline as shown at the end of this report. By making their employees involved in different aspects of work and by letting them voice their HSWB concerns and things they want to see in the organizational policy to be developed. This will also help in increasing the employee retention and wellbeing issues of the HR policy.

For improving the business aspects of quality customer service and technological advancements, Coca cola company could focus on seeking the feedback from the customers of

the company which will also help in increasing the brand image and customer loyalty because they will feel included in the strategic decision making of a big global organization (Atkinson et al., 2021). The company could also focus on the targeted marketing and strong customer services team for improving this aspect of their HR policy because having the culture specific products and marketing will help the company get related to the masses and they will feel a strong feeling of attachment with the brand. The company could also use the customer relationship management tools and incorporate the aspect of technological advancements there because the use of latest technology will help the company to grab more customers and arrange targeted activities for them which will not only strengthens the current HR policies of the coca cola company but will also help the organization to develop a more sustainable HR practice in future as well. The company must invest in artificial intelligence and other technological advancements for the better achievement of the business goals. The changes in the HR policies will help enhance the business of the coca cola company and the firm will flourish more

#### **4. Proposed Job Listings**

The proposed job listings for the positions of secretary, marketer, and operation managers is given below which has been established based on the market competitive salaries and trends will be established. The job listings have the explanation of education and experience required for the job including the job description of the tasks with details of how you should apply. There is no specific standard format of writing a job listing as different companies use different aspects of job postings to focus on.

## **4.1 Secretary**

The job role of a secretary is available in the Coca Cola Company. The Coca Cola Company is a leading global beverage company which provides above market salaries and remuneration packages.

### ***The Job Requirements***

- Minimum Bachelor's Degree. Fresh graduates are encouraged
- Fresh graduates or minimum 1-year experience for the job is required
- Good Communication skills
- Excellent computer literacy and typing speed
- Confidence is required for this job

### ***Job Responsibilities***

- To manage day to day tasks of the office including time management, scheduling, record keeping, answering the phone and emails, office work and general administrative tasks
- To handle multiple tasks simultaneously and do multi-tasking to remain on the schedule during the busy hours
- Contributing in the team to accomplish bigger organizational goals
- Maintaining the technical knowledge to keep up to date and relevant by upgrading the skills
- Giving the customers good experience by handling them with confidence and guiding them in the right direction required to earn business for the company

### ***Salary Package***

\$4000 per month which will include the health benefit, paid holidays, discounted products, and many more.

## **4.2 Marketer**

The job role of a marketer is available in the Coca Cola Company. The Coca Cola Company is a leading global beverage company which provides above market salaries and remuneration packages. For the post of marketer please have a look at the requirements and skills below:

### ***The Job Requirements***

- Minimum Master's degree. Fresh graduates and experienced candidate both are encouraged.
- Fresh graduates could apply directly or a minimum 2-year experience for the job is required
- Good Communication skills
- Good negotiation skills are important
- Numeric and analytical knowledge is a must
- Familiarity with up to date marketing software's will be an edge
- Excellent computer literacy and typing speed
- Confidence is required for this job

### ***Job Responsibilities***

For the job of a marketer, the following job responsibilities are important to be understood:

- To participate in developing the marketing strategy and to drive customer traffic to our front door
- Contributing in the successful marketing campaign development and participate fully from planning to execution.

- Learning to adopt new and exciting ways of content creation and expansion of business such as social media, publicity, content development etc.
- Building the strategic relationships for the better reach of the business in markets not accessed before.

### ***Salary Package***

\$8000 per month which will include the health benefit, paid holidays, transport allowance, housing allowance, discounted products, and many more

### **4.3 Operation Manager**

The job role of an operation manager is available in the Coca Cola Company. The Coca Cola Company is a leading global beverage company which provides above market salaries and remuneration packages.

### ***The Job Requirements***

- Minimum master's degree.
- Certifications will be encouraged.
- Experienced individuals with minimum 4-year experience in a same or related role for the job is required
- Good Communication skills
- Have excellent people management skills
- Excellent computer literacy and typing speed
- Confidence is required for this job
- Should have persuasiveness

### ***Job Responsibilities***

The job of an operations manager is tough as there are many employees under him to be managed and supervised therefore this job role has additional responsibility and stress attached to it. The key responsibilities of this job are as follows:

- Communication the job role requirements and expectations to the new hired employees and appraising and reviewing their work
- Contributing in the recommendations of strategic planning for the company to implement new business strategies and quality customer service standards
- Contributing in the team effort to accomplish bigger organizational goals
- Doing forecasting of the future business requirements to develop close to reality business strategies
- Managing the employee and space requirements for effective functioning of the business

### ***Salary Package***

\$8500 per month which will include the health benefit, paid holidays, transport allowance, housing allowance, discounted products, and many more

## **5. Health, Safety, and Wellbeing Guide**

A work environment wellbeing and security program is a cycle for dealing with the counteraction of business related wounds and infections in the workplace. Research has shown that the grandness of the health, safety, and wellbeing programs of the businesses highly depend on the size of the business operations. The focus of organizations on employee wellbeing is highly crucial in the testing times of pandemic the world is going through. Theseunprecedented times needs extra focus on health, safety, and wellbeing guidelines to be developed and applied. This proposed health, safety, and wellbeing guideline focuses on



proposing seven key elements to be developed in the CCCL for a wider focus on the employees' wellbeing in these testing times. Firstly, there is a need to develop a program and guideline to identify the lack of HSWB practices in the organization to develop a guideline accordingly. After the analysis, it is proposed that the organization inspect the workplace to identify any kind of damaging or hazardous materials or equipment which needs to be taken care of. Then after that, the company should make their employees involved by letting them voice their HSWB concerns and things they want to see in the guidelines to be developed. This will also help in increasing the employee retention and wellbeing issues of the HR policy. After the initial phase of letting employees participate, the CCCL must also make policy of open conversational opportunities for instance if any incident happens, the management is always open to converse and solve the issue by analyzing what could be done. If employees feel depressed or anxious, they must give the confidence that they have someone to go to and tell their feelings which will help in improving the wellbeing and mental health of employees. Also, there should be defined procedure of accident investigations and reporting which will help in maintaining good safety measures because employees will feel themselves accountable if something hazardous happens intentionally or unintentionally. And lastly, CCCL must add a clause in their HSWB guide to keep record of every incident happening even if a minor one to help analyze the effectiveness of these guidelines and making changes in the future accordingly.

## **6. Conclusion**

The aim of this report is to assess the current HR policies, propose a new hr. policy, state new job listings, and elaborate the health, safety and wellbeing policy of a global beverage company the Coca Cola Corporation Limited (CCCL). The report and the analysis done has highlighted that the CCCL has lacked the focus on the wellbeing and safety of its employees which is

focused more in the proposed new HR policy. Also the company should focus more on technological advancements to increase customer service and excel in other challenging business scenarios nowadays which will help in keeping the business sustainable for longer.

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