





COVER PAGE AND DECLARATION

	Master of Business Administration (M.B.A.)
Specialisation:	MBA in Leadership
Affiliated Center:	CEO Business School
Module Code & Module Title:	MGT530 Human Capital Management
Student's Full Name:	AMIRA ABDULMALEK HEJJO
Student ID:	EIU2020319
Word Count:	3600
Date of Submission:	6/1/2021

I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.

E-SIGNATURE	Amira abdulmalek hejjo
DATE:	6-1-2021

EIU Paris City Campus

Address: 59 Rue Lamarck, 75018 Paris, France | Tel: +33 144 857 317 | Mobile/WhatsApp: +33607591197 | Email: paris@eiu.ac

EIU Corporate Strategy & Operations Headquarter

Address: 12th Fl. Amarin Tower, 496-502 Ploenchit Rd., Bangkok 10330, Thailand | Tel: +66(2)256923 & +66(2)2569908 | **Mobile/WhatsApp**: +33607591197 | Email: info@eiu.ac

Table of content:

Introduction	2
a)Industry Knowledge and Application	3
b) Theoretical Application	
a. how to improve employee retention	4
b. more effective customer service practices	5
c. use of technology to improve interoffice communication	6
d. revise employee performance appraisals	6
c) Practical Application	8
a. secretary	8
b. marketer	9
c. operations manager	10
d) Model	12
Conclusion	14
References	14

1. Introduction

The Human Resources Manual is designed to be the primary reference document for communicating and interpreting human resources policies, programs, and procedures to people. HR policies include a description of principles, rights and responsibilities for managers and employees. Framework is determining how HR can support business or organizational objectives, it is provide general and practical advice and guidance for managers and staff HR policies and procedures give guidance on a range of employment issues for employees, managers and others with responsibility for people.

HR policies helps also improve the speed of decision-making within a framework that promotes consistency and objectivity. With decision making comes responsibility. In each policy there is a statement of the philosophy within which related decisions are made and a statement of where responsibility belongs. HR policies serve as a road map for the manager. we must are providing new employees with a formal orientation session where they are fully aware of the company, a human resources best practice is conducting an HR audit each year to determine if human resources processes are helpful to the company.

the policy HR helps to make available all possible facilities for the training and development of employees to enable them to do their job efficiently and to prepare them-selves for future promotions; to take effective steps including training and development programmes to equip the employees in the latest techniques of production, management and so on; to get the performance appraisal done; and to provide adequate opportunities and facilities for the development of employees It should also specify the place of the workers in the organization so that they may feel proud of it and feel involved in the affairs of the organization. It should make adequate provision for the development of employees. It should also create consciousness and generate confidence and cooperation among and they form a basis for treating all employees fairly and equally. after covid-19 as management and HR we are trying bringing up new ideas to manage the employees, effectively, and efficiently to generate maximum productivity while ensuring employee satisfaction, work on Innovation, create conditions for employees and customers for more productivity. we must come up with better policies to retain their existing employees and reducing the impact on wage policies to avoid cuts or discontinuation of salaries.

The employees' need engagement more than ever to get over this, we are, in turn, will work to

increase focus on building communication, trust and transparency.

a) Industry Knowledge and Application:

1) I am consultant work in a HAPPY MEAL restaurants in SUADI ARABIA my job create a report the HR policies. We've developed many policies and rules at HAPPY MEAL to create a good working environment for employees and an enjoyable dining experience for our guests. there are many motivators in our restaurants to employees, which are encourage them to diligence and perseverance, like most other company, we use financial and non-financial rewards to encourage our employees.

from the financial point of view we see used direct shares, uniforms, paid vacation, bonus scheme and stock purchase plan, competitive wages, HAPPY MEAL card, haircut discounts, wages increases and so on to attract employees and support their spirits and win their loyalty. And adopt HAPPY MEAL various non-financial rewards to motivate its employees. such as flexible working time, provides training programs, and education support. More than 50% of our restaurants managers operators started off behind the counter.

We know that the policy must always be develop to aim the goals, serve the employees, management and organizing the work. Therefore, we must always search and talk about difficulties and problems and try to find solutions to them. We can also find our mistakes by looking at the competition market and forming an idea of corporate policies. development and growth be benefitting every member of the institution

When compared to McDonald's policy, we find some paradoxes

there are some disadvantages in McDonalds HR policy. The most important of them is that employees do not intend to take work in McDonalds as their future career, most employees working at McDonalds complain about their low salaries. The administration in McDonalds is centralized, and I see of the better for them the work on improves the relationship between the managers and employees, it is important to meet satisfy employees' higher order needs, including love and belonging needs, esteem needs and self actualisation needs. On the contrary, our policy takes care of these matters.

but, some matters should us to learn from McDonald's, the most important of them:

McDonalds stood out from us in corona period service fast delivery to the home, and launched web page website titled you have the right to know, for answered any questions regarding the safety, healthy and transparency, Thus, communicating with clients in a better way

McDonald's Burgers are cheaper than our burgers
marketing campaign that characterizes McDonald's is bigger than one we have

b) Theoretical Application:

a. how to improve employee retention;

- -The COVID-19 pandemic isn't surprisingly, a major factor why many workers are rethinking their employment situation. many of people after the pandemic want to pursue a more meaningful or fulfilling job.
- -First should we be teach every new staff not only about the job but also the company culture and how they can contribute to and thrive in it, the new employees members learn a lot from experienced employees and managers, and, in return, they offer a fresh viewpoint to their mentors.
- Know the reasons for resignation, through exit interview. This can help determine which retention strategies need improvement, and how increase their effectiveness.
- Employee compensation, we observed inflation increased after the pandemic so It's essential for our company to evaluate and adjust salaries regularly, and in case our business isn't able to increase pay right now, consider whether you could provide other forms of compensation, like bonuses and paid time off.
- characterized working remotely with flexible schedules, but that not enough for work environment we need guarantee work quality and good communications so we ask the staff to use voice message or the camera instead of writing when communicate, because we want to motivate each other and belonging to work environment.
- Sympathy with employees by Stress management programs, get offerings in gyms to Keeping employees fit mentally, physically and strengthen good communication.
- help employees identify areas for professional growth, such as the need to learn new skills, talk about short and long term professional goals, advancement scenarios, and what is plan for reaching those goals.
- power of workers means power of the firm, so a priority to invest in workers' development, through attend virtual conferences courses in cooking, serving and dealing with customers.
- A healthy work life balance is essential to job satisfaction, and for some employees that working from home, must be recognize that maintaining balance can be even more challenging , we should to encourage the staff to set boundaries.

-There are some employees in front head like service customers, chefs, call center so we must maintaining the highest level of health and hygiene. provide healthcare for patients COVID-19. b. more effective customer service practices;

People try get out of the stress of life, they go to any restaurant to satisfy their desires, see their friends, go out with their families, so the customer must of think that money paid deserves this service and reach his feel to the level of satisfaction when paying and leaving the restaurant. and the next time when reconsider getting out of life's stress, or he invites his girlfriend to dinner, let him remembers our restaurant.

1: Smile

Who doesn't want to be welcome when entering anywhere? No one the smiling face making you more approachable. Studies have proven a smile can also be heard over the phone. People can understand when you're talking to them with a smile in a relaxed and positive manner.

2: Effective Communication

Encourage Effective Communication Between Staff Members. If the jobs are divided among people, coordination gets easier. There should be good communication between the wait staff and kitchen staff which will ensure timely service, as soon as the food is prepared.

3: Service etiquette

Be thoroughly versed on your menu. Listen intently, ask questions and repeat their orders to make sure you get it right. serve and clear food from the diner's left. If there's a guest of honor serve first, serve them. If not, begin with the women, then men, then children. If you have to reach in or interrupt, be polite. Serve, pour and refill drinks from the right. Never make diners feel like you want them to leave.

4- don't make them wait

the hunger or waiting, makes many customers angry, regardless of how delicious the food served, good restaurant keeps diners enthusiast for food and desire. If the diner orders a meal that takes a longer to cook, let them know in advance. Be forthcoming and informative.

- 5- conduct regular meetings with the staff members to keep them motivated and moving., they do their job up to the mark and keep customer satisfied
- 6- the management should be responsive enough about customer complaints and should reply with politeness and courtesy, and social media is a must for customer service and solve

problems

7- Sterilization, disinfection, space between tables, checking the temperature of customers and employees before enter, abide to the principles of public safety, and providing diaper changing room for the babies. closing children's play area, instead provide wooden colors and papers drawing for children.

c. use of technology to improve interoffice communication;

The businesses that effective internal communications are often more successful at attracting and recruiting the quality talent your company seeks as well. Thus, effective communication is paramount to the success of organizations

Employee Engagement: read any context appropriately and ask for clarification when needed, before simply taking advantage of the ease of workplace technology, you should consider the mode by which your message will be clearest and most likely to be interpreted correctly. Improving Communication in the Workplace Through Technology we should select communication suitable for our work, it can facilitate highly efficient and clear communication at its best, because incorrectly technology choice can impede communication between employees. able to on a video conference call and talk things out with a coworker across the globe is decreases the chances of miscommunicate, we should us as leaders must provide the right technology. can use mobile communication to send out important information to employees like schedules, menu alerts and changes, kitchen status, event notices, and more. create guidelines around how hosts should assign sections, who's responsible for side work. created digital versions of documents and materials, share the link with the team to know where to find them and can bookmark it for future use. create and provide digital versions for employee training documents that your staff can quickly reference when they have questions or problems. d. revise employee performance appraisals;

Name of Employee	Gay Fares	
Job Title	Chef	
Period of Review	From: 5/5/2020	to: 5/5/2021

Standard of assessment	1	2	3	4	5]
------------------------	---	---	---	---	---	---

Punctuality attendance accordance with days and hours of work	*		
Amount Productivity in a timely manner under normal and pressure			
conditions			*
Quality of work, producing highest quality, error free work			*
Knowledge of job, familiarity with the professional and technical			
requirements of the position and its relevance			*
Directs, coordinates, and participates in preparation of, and			
cooking, wrapping and packing menu items		*	
Teamwork, in the kitchen share responsibilities and contribute to			
the completion of tasks		*	
Communication, interacts in a professional manner with peers and			
subordinates, listening skills			*
Experience the flavors of different cultures			*
Judgment, recommend appropriate intervention or action		*	
Personal Development, did you initiatives or participates in			
programs to improve personal capacity			*
Oversees training of all team members		*	
Adheres to health and hygiene standards			*

Strengths: A leader who has a positive impact on the team, works on self-development, works in passion.

Areas for Improvement/Development: Punctuality attendance accordance with days and hours of work

Signatures: Manager: Appraiser:

Employees Comments
Employees Comments

Employees	Comments			
Signatures				
Employee:	Date:			
Supervisor:	Date:			
Executive Director:	Date:			

c) Practical Application

We will announce vacancies in a several fields

a. secretary;

Happy Meal corporation is looking for a highly-motivated and alert person to perform numerous general official, computer related (data entry) and receptionist duties, the person has to act as a personal assistant to the CEO and provide support to organization while maintaining a professionally active relationship in work.

Required Qualifications:

- -good command of written and spoken English, handle correspondence indepdently
- -minimum 2 years' experience in secretarial and front office

- -diploma in any other relevant qualification.
- -gender male/female.
- -age to up 25
- -good communication skills
- -citizen, valid residency or holding transferable visa
- -computer literate and possess a sound working knowledge in Office, Word and Excel.
- excellent time management, able to balance many projects at once

Responsibilities;

- ability to organize tasks, research and keeping records
- Manage, organize and maintain CEO's time calendar, scheduling and reminding appointments
- take notes in meetings, conferences and day to day activities of the CEO
- highly dependable and trustworthy

Remuneration:

- -salary start 3500RS to 4000RS
- -traveling allowance
- -comprehensive medical insurance

If you wish to express your interest in the above, please send in a detailed CV with name of two non-related referees' by-mail or post to reach us by 18th September 2021. Please quote "post of Secretary/receptionist".

to: amira.hijo@gmail.com

b. marketer;

We Happy Meal corporation announce vacancy marketer job, we are seeking an experienced, creative marketing employee to join our growing organization, you will be an integral part of the development and execution of marketing plans to reach targets from brand awareness to product promotion, you will seek to increase build brand awareness through both traditional and new media campaigns, Work within various multimedia outlets to promote a product.

Required Qualifications:

- Bachelor's degree in Marketing, Business or a related field
- good communication skills, Interpersonal Communication, Client Relationships.
- knowledge of marketing Strategies, Product Development
- -citizen, valid residency or holding transferable visa

- -minimum 2 years' experience
- -good command of written and spoken English, Arabic
- -gender male/female
- -computer literate and possess a sound working knowledge in Photoshop or Illustrator, InDesign.
- Responsibilities;
- Data tracking, organization, planning, research and analysis, people management, leadership
- reaching target brand awareness to restaurant promotion.
- able to grasp consumer behavior trends and generate creative ideas.
- understanding of marketing elements (including traditional and digital marketing such as SEO/Social media etc.)
- excellent time management, able to balance many projects at once

Remuneration:

- -salary start 4000RS to 4500RS
- -traveling allowance
- -comprehensive medical insurance

If you wish to express your interest in the above, please send in a detailed CV with name of two non-related referees' by-mail or post to reach us by 18th September 2021. Please quote "post of marketer".

to: amira.hijo@gmail.com

c. operations manager

We Happy Meal corporation announce vacancy operation manager job. we are seeking an experienced, creative marketing employee to join our growing organization, involves overseeing the effectiveness or efficiency of the systems of advertising operations of a company, ensuring that the advertising department is running well based on set goals, budget and company standards, works closely with other departments, to help reach the company's goals.

Required Qualifications:

- -Bachelor's degree in Business or a related field
- -good communication skills, Interpersonal Communication
- -gender male/female
- -minimum 2 years' experience
- -citizen, valid residency or holding transferable visa

-good command of written and spoken English, Arabic computer literate and possess a sound working knowledge in some programs Responsibilities;

- -effective written and verbal communication skills,
- -advanced knowledge in the technical aspects of an advertising in advertising procedures, principles, methods and techniques.
- overseeing the entire production, distribution and marketing of advertising programs
- representing the company at conferences or seminars
- agile in directing internal advertisement operations to best support for client's needs
- takes part in building relationships with the business's clients

Remuneration:

- -salary start 4000RS to 4500RS
- -traveling allowance
- -comprehensive medical insurance

If you wish to express your interest in the above, please send in a detailed CV with name of two non-related referees' by-mail or post to reach us by 18th September 2021. Please quote "post of operations manager".

to: amira.hijo@gmail.com.

d) Model

Health and safety is an essential part of running a business. Putting it into practice every day will keep your team safe, reduce your risk, and may reduce costs. The primary duty of care ensures the health and safety of workers who work for the HAPPYMEAL, while they are at work in the business or undertaking. Health and wellness promote employee satisfaction, enhances our appeal as an employer, and ensures we attract and retain motivated and productive people. to promoting, improves health in the workplace

- monitor the health of workers and the exposures at the workplace for the purpose of determining the effectiveness of control measures.
- provide information, training, instruction or supervision necessary to protect workers from risks to their health and safety, especially the workers who work in the kitchen
- we are sensitive to the day-to-day stressors our employees, stress is a major contributing factor to mental health issues in the workplace like work overload
- avoid lack of control, organisational injustice, poorly defined roles
- avoid the conflict, low support from co-workers and supervisors poorly, poor change participation
- Bullying and harassment in the workplace can greatly affect a person's mental health
- lack of recognition and reward
- Reduction in staff turnover
- Measurable increases in the quality of products and services, more innovation and creativity, and a rise in productivity
- Increased motivation among staff and improved working atmosphere, leading to more flexibility, better communications

Safety guidelines are imperative to ensure the health of customers and employees, and develop proper hazard management protocols.

- Fire suppression system, fires are a constant danger in the kitchen, the most common type of fire is a grease fire.
- it is fundamental that all employees wash hands before preparing and handling food, and sanitizing and cleaning all surfaces, prepare and store foods at safe temperatures
- Create and implement sanitation procedures for employees to follow on a daily basis

- to prevent falls in the kitchen is put a non-slip mat designing kitchen staff uniforms, wear closed-toed footwear at all times
- equipment guards, the guard prevents fingers and hands from accidentally slipping into the working mechanisms
- ventilation system is very important because creates safe working conditions for kitchen employees
- must cleaning staff use signs to indicate slippery floors
- fire safety training, fire and evacuation drills regular drills, will reduce the potential amount of damage and protect staff and customers.

employee wellbeing is a human and business imperative. It's in the team's best interest to create the best possible environment for employees to thrive and excel, as both humans and professionals.

- -Involving staff in dialogue and decision-making and about strategic vision and direction
- Creating a supportive environment, promote open dialogue and embed positive attitudes and behaviours
- Actively communicate with & engage people & teams, making it a supportive environment to champion the vision.
- the employees need to feel like they can take time off, leave early to see their kid's play, that feeling of support comes from good relationships with managers
- Talk to employees about what's important to them. is it flexibility in the mornings, or financial education, healthier food options at the office.
- set up forums where people could give feedback, with other wellbeing topics
- Work/life balance and flexible working, in terms of working time, location or the pattern of working
- employee Assistance programmes to understand what and how people are using the service for.
- we will need to partner with external healthcare providers or Sports clubs
- culture that values all staff and invests in their skills and development.

3. Conclusion

After updating and development our policies, we know there are various HR challenges whether related like challenges related to Work culture such as Decision-making process, Identifying the right candidate, challenges related to Training & Employee Performance, lack of resources for training, but we expect employees to strive for support business, organizational objectives, productive and more flexibility. There is a huge responsibility for Human Resource managers to maintain the motivation of all employees and make them more productive and efficient. The pandemic situation may force many companies to innovate work methods to keep the business on and to adapt to technology as better as possible, to be more agile, they are having to learn new skills, develop new expertise and disrupt some old practices. A restaurants can have a great foods but without the support of its staff, it is less likely to be successful. HR plays a very important in the performance of an restaurants. It is especially important for HR to be able to incorporate and align itself with the organization-wide mission and objectives. Mission, objectives, and metrics are the three most important facets of successful human resourcing. Understanding the cost and benefits of human capital is a valuable principle to be aware of before wading into the pool of metrics. For most organizations in the modern economy, human capital is the single most costly but also most valuable asset they can claim as their own. There are numerous models that attempt to measure the contribution of employees in terms of both production and knowledge. Role of HR is changing with time. There has been an increase in Knowledge work. Managers spend most of their time in analysis, decision making and communication.

A key reason for measuring employee performance is because it is so closely tied with performance and objectives of the organization. There is a clear correlation between employee development and retention. Being able to develop and retain the employees you want to keep is a key function for HR and is invariably linked to the success of the organization.

References:

- 1- ACQUIRE:25 Awesome customer service tips you must employee in 2021, by Sam Sulther., April20-2021'https://acquire.io/blog/customer-service-tips/
- 2- AtmaNirbharBharat: Re-thiking HR strategies for the post-Covid workplace, by Thanuja, Chritina Shaji, Goregary Biju, Dr Sudeep'file:///C:/Users/HP%20PC/Downloads/Post-Covid HR AtmaNirbharBharat.pdf
- 3-Australian Human Rights Commission: Creating asafe and healthy workplace for all'https://humanrights.gov.au/our-work/4-creating-safe-and-healthy-workplace-all 4-bitstream:Finding Conclusionand suggestions'
- $http://dspace.hmlibrary.ac.in: 8080/jspui/bitstream/123456789/1263/14/14_CHAPTER\%205.pdf$
- 5-Chron:Performance Appraisal in the food and DrinkIndustry, by Ruth Mayhew
- 'https://smallbusiness.chron.com/performance-appraisal-food-drink-industry-12452.html
- 6- CLEVERISM: Advertising Operation Manager 'https://www.cleverism.com/job-profiles/advertising-operations-manager/
- 7-CIPD: HR Policies, by Steve George.,25feb-2021
- 'https://www.cipd.co.uk/knowledge/fundamentals/people/hr/policies-factsheet#gref
- 8-CMS WiRE: Using Technology to improve communication at work, by Park Point University online .,sep11-2019 'https://www.cmswire.com/digital-workplace/using-technology-to-improve-communication-at-work/
- 9- CultureAmp: 3 great company wellbeing guid exampels, by Sophia Lee
- 'https://www.cultureamp.com/blog/3-great-company-wellbeing-guide-examples
- 10- GILBERTS: Creating an effective workplace safty manual ,by Gilberts Risk Solutions
- $., nov28 \ 'https://www.gilbertsrisksolutions.com/creating-effective-workplace-safety-manual/properties of the control of th$
- 11-GREAT SAMPLE RESUME: Advertising operation manager job description
- 'https://www.greatsampleresume.com/job-description/examples/marketing/advertising-operations-manager
- 12- HSWA: Aguide for small to medium business owners and company directors ,by Institute of Directors, WORK SAFE NEW ZEALAND 'file:///C:/Users/HP%20PC/Downloads/863WKS-2-HSWA-small-medium-buisness-owners-and-directors-guide.PDF
- 13- Human Resource Management: How has technology changed the workplace communication?, by Manmohan Joshi 'https://www.insightssuccess.in/how-has-technology-

changed-the-workplace-communication/14- Insights success., Sunday-may30-2021

14- LEAN RESTAURANT: How to conduct a retuarant employee performance evaluation.,

November12-2019 'https://blog.leanrestaurant.com/en/employee-performance-evaluation/

15- Managmenthelp: How to conduct employee performance appraisals , by Carter Mc Namara,

MBA, PhD, Authenticity. Consulting, LLC

 $\verb|`https://managementhelp.org/employeeperformance/performance-appraisals.htm|$

16- mind :How to promot wellbieng and tackle the causes of work-related mental health problem , by mind.org.UK/work

'https://www.mind.org.uk/mediaa/4662/resource3_howtopromotewellbeingfinal.pdf on the line:How to communicate as a restaurant team , by Chris De Jons '

https://pos.toasttab.com/blog/on-the-line/how-to-run-a-pre-shift-meeting-with-restaurant-staff

17- on the line: How to run a safe back of house, by Rich Lansdale '

https://pos.toasttab.com/blog/on-the-line/restaurant-kitchen-safety-tips

18- on the line: The importance of a great pre-shift meeting, by Chlsea Verstegen '

https://pos.toasttab.com/blog/on-the-line/how-to-run-a-pre-shift-meeting-with-restaurant-staff

19- rh Robert Half:14 effective employee Retention strategies , by Robert Half ., April30-2021

'https://www.roberthalf.com/blog/management-tips/effective-employee-retention-strategies

20- resources.workable: Marketing specialist job description '

https://resources.workable.com/marketing-specialist-job-description

21- Restaurant Policies and Rules , by Stine Enterprises INC-Jack in the Box 'https://secure.efficientforms.com/uploads/ehx/policies/4eb9a3b9-5282-4fbb-8b7c-7b999e6f9f86.PDF

- 22- Restaurant Engine: 5 Ways to deliver excellent customer service at your restaurant 'https://restaurantengine.com/deliver-excellent-customer-service/
- 23- The Encyclopedia of Human Resources Management , by Executive Editor

William J. Rothwell, Ph.D.Editors, Jed Lindholm, Karen K. Yarrish, and Aileen G. Zaballero 24- The Restaurant Times: 7 effective strategies to improve to restaurant service and provide stellar guest experience 'https://www.posist.com/restaurant-times/restro-gyaan/ways-to-improve-restaurant-service.html

25- UAC Uni assignment centre: Analysis of Mcdonalds HR policies business essay 'https://www.uniassignment.com/essay-samples/business/analysis-of-mcdonalds-hr-policies-

business-essay.php

- 26- Upserve by lightspeed: Fast casual vs.Fast fine dining trends , by The chef ., August22-2018 'https://upserve.com/restaurant-insider/fast-casual-fast-fine-dining/
- 27- Worckplace- Health-Guide: Health and Wellbieng at work , by HSC Public Health Agency 'https://www.publichealth.hscni.net/sites/default/files/Workplace_Health_Guide_08_17.pdf
- 28- Your ARTICLE LIBRARY: HR Policies, by Avishikta R

^{&#}x27;https://www.yourarticlelibrary.com/human-resource-development/hr-policies/hr-policies/99702