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Introduction

Human resource management is the management of an organization's workforce or human resources. It is concerned with attracting employees, selecting, training, evaluating and rewarding employees, as well as following up on the organization's leadership and organizational culture and ensuring compliance with labor laws. In cases where employees are willing to conduct collective bargaining, the HR department will be the initial liaison with employee representatives (usually trade unions).

Human resources are the sum total of individuals who make up the workforce of an organization, business sector or economy. Some use the term human capital synonymously with human resources, although human capital usually refers to a narrower view, other terms sometimes used include "workforce", talent, "labour" or just "people". HR existed as a product of the human relations movement in the early twentieth century, when researchers began documenting ways to create business value through strategic workforce management. HR was once dominant in day-to-day procedural work, such as payroll and benefits management, but due to globalization, consolidation of organizations, technological advances, and advanced research, HR is now focusing on strategic initiatives such as mergers and acquisitions, talent management, succession plans, industrial or labor relations, and diversity and inclusion.

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1. Using relevant industry information, choose a company and critique the company's HR policies:

NIKE

It is an American multinational company which designs and manufactures Apparel, Accessories and Sport Equipment's from 55 years ago, Bill Bowerman and Phil Knight founded originally blue-ribbon sports in 1964, after 7 years, this organization changed name to Nike. Products of Nike are now worldwide famous. Nike has over 700 stores in 51 countries of the world and its products are also sold by many other outlets.

Mission of Nike

Nike aims at to do everything possible by creating and innovating best and motivate sport equipment's for increasing and maximizing human's potential, Nike wants its products to be sustainable and strong. The global team of Nike all over the world work with positive vibes to make positive impacts on everyone. Nike long term working plan is to see people satisfaction and increase their aim to do sports and be active with Nike products in all fields

Vision of Nike

"To remain the most authentic, connected, and distinctive brand"

Nike wants to remain the real, true brand which is connected with the customers and is easily recognized from other brands. Nike has a slogan "just do it" basically Nike wants to make it possible for all of its consumers to do all they can

Objectives of Nike

- Nike objective is to make profit for the shareholder, Nike aims to improve its position in market and at the same time to raise the value of its products.
- Nike wants to be a part of growth in daily fitness of and individual Nike works international and
- Nike had recently aimed in decreasing the environmental foot prints and to work in a totally eco-friendly environment

Human Resources Management:

Human resource management is ORGANIZATIONAL function, it deals with managing the man power that are employees of an organization, it starts from hiring an employee HRM is

in charge o from the day of joining to the date of leaving the organization. HRM includes recruitment, selection, training, staffing, planning, personality development, reward management, payroll and administration processes

HRM starts its work from the time of interview to the time of retiring or firing an employee

Concept of HRM

Human Resources is set of individuals, the man powers, labours or workers who get the work done in an organization, industry or society. Management is controlling and guiding individuals for the getting the work done.

Now, Human recourse management means managing the people who are getting the work done, hiring people, developing their skills, training them, taking care of their welfare, ensuring their work standards are all

SCOPE OF HRM

Personal Aspects where they are in charge of manpower planning that is recruitment,selection, training, staffing, developing, promotion, remuneration and many more.

Welfare Aspect here HRM deals with working conditions, working environment and personal care for the individuals which is their rest, lunch, staying place, transportation, health insurance and issues, safety and many more

There are aspects also like Industrial relation aspect.

Workforce planning and resourcing organisations done through Recruitment, selection and training

Recruitment and selection as well as training are processes that gather together organizations and human resources. The talent pool in today's comprehensive market is often very substantial and very competitive. Without a strategic process in place, human resource leaders might not bring the most opportune talent into their business. Recruitment and selection in particular, provide the passage through which organizations gain access to eager and able human resources, the same way as job seekers gain access to the organizations of their choice. On the other hand, training provides the pathway by which organizations advance and harness talents for strategic schemes and in the same manner by which human resources learn and enhance dexterity and capabilities for personal growth and development. Essentially, both the organization and the employees profit from these processes.

Recruitment

Effective recruitment design provides a means for an organization to build a great pool of qualified talent from which they can choose the best talent among the finest.. The choice of recruitment strategies determine the quality, size, and arrival of the speed of the recruits.

Recruiting candidates for a particular job can be done internally, by hiring a person from within the firm or externally, by hiring a person from outside.

Benefits

1. Time and effort savings. A candidate with preceding knowledge of how a company operates needs shorter period of training and learning the ropes of new post.
2. The organization is less inclined to be disrupted by the individual who is used to working with others in the organization.
3. Internal promotion behaves as an impetus for the staff to work harder.

The disadvantages of internal recruitment are:

1. The person promoted has to be replaced.
2. Promotion of an individual in a company may upset someone else.

External recruitment

The advantages of external recruitment are:

1. Can attract a wide range of talent
2. Chance to bring new experience and concept into the organization.

Selection Process

The capability of company to attract highly-qualified and effective workforces depend, in major part, on the manner in which selection is performed. Therefore, the selection process plays an important role in ensuring that the organization hires only the best talents in the market. Generally, the primary goal of the selection process is analyze and eventually determine the best contender from a pool of adequate applicants. In relation, in choosing the selection tools and approaches, it is important to scrutinize the ability of selection tools to predict future job conduct.

2. Propose new HR policies and include the following in your proposal:

2.A) How to improve employee retention .

Employee retention strategies

1. Setup and routing

Every new employee must be prepared for success from the start. The onboarding process is not only about the job but also about the culture of the company and how they can contribute and thrive. Pairing a new employee with a mentor is a great component to add to the ongoing onboarding process. Mentors can provide mentorship and act as a sounding board for newcomers to welcome into the company, which is a win-win situation. The coaching, mentoring, and support you provide from day one can set the tone throughout an employee's tenure at the company

2. Communication with employees

Establishing open communication between employees and management can help foster a sense of community and common purpose, and he adds that regular meetings in which employees can offer ideas and ask questions as well as open door policies that encourage employees to talk openly with their manager help employees feel valued. Communication helps the workforce find a suitable place for them within their department or team and also a clear vision of their contribution to achieving the goals of the organization. Communication with employees provides a great opportunity for career development and team building.

3. Provide more positive feedback

We all know that employees need feedback to improve and to do their best job. Positive feedback must be given frequently to motivate the employees and give them the determination they need to do their work, and constructive and corrective feedback is very important when it is an urgent problem that needs to be resolved.

4. Encouraging employees to give their feedback

When workers do not feel that their ideas are being heard, they assume that the company has no interest in improving and pursuing worthwhile ideas. Many employees tend to think that nothing will change, even if they suggest something new. Here it is important to create a culture in which employees feel comfortable presenting their ideas.

Ask your employees to provide feedback on an important project this week, for example, it might relate to company culture, a high-level executive decision, or a new development in the market that may require your company to adapt.

5. Gain the trust of employees

Employees perform better when they trust management and the people who assign them tasks, and they are more likely to achieve the goals set for them when they believe in the person who drives them to do the work.

46% of employees say that the lack of transparent leadership communication pushes them to look for a new job at the same time. 79% of connected employees highly trust their leaders.

6. Encouraging employee creativity

Although many companies say that they value creativity, they do not necessarily have any supportive initiatives or policy to encourage creativity in the workplace. Rewards should be offered as they motivate employees and demonstrate their capabilities and effective contribution. Also creating innovation teams that are tasked with finding ideas on a particular topic, and hiring a variety of different people, creativity won't come from a group of people who think alike and the need to work on creating a positive work environment where creativity and spontaneity can occur.

2.B) Effective customer service practices

Gaining the satisfaction and loyalty of your customers is the criterion that determines the extent of your excellence and your professional success, so you should strive to provide excellent service to your customers and enhance their sense of comfort and happiness. In the current labor market in which thousands of companies compete to attract and retain customers, those who want to be distinguished must work to adopt policies and methods that focus mainly on the customer and gain his satisfaction. Providing distinguished customer service is the only criterion that distinguishes the best professionals from others, which is what Ultimately contributes to enhancing the company's profits and image.

1. Forecasting in advance the needs and requirements of customers

You need to adopt strategies and techniques that help understand your customers' needs and wants and identify the problems they face. Supposing you like be distinguished, you must provide products and services that suit the needs and requirements of customers, and you must

also deal with the challenges facing your customers by providing the best services and finding innovative solutions to all problems. In fact, you should make a list of all the questions that may come to the customer's mind so that you can answer them effectively.

2. Treat them honestly

Employees should deal with their customers honestly and sincerely, as these qualities play an important role in gaining customer satisfaction and loyalty in the long run. They must also ensure that they provide excellent service continuously and commit to performing their duties towards customers to the fullest, while providing innovative solutions to all problems that the customer may face. The lack of credibility negatively affects the employee himself, and the company and its reputation.

3. Listen to their feedback

Listening to customer feedback is the best way to gain their long-term loyalty and trust. Where the employee must listen carefully to the customers' feedback and seek to implement them in practice. The distinguished employee is the one who puts himself in the customer's place and understands his different opinions and points of view. The Bayt.com 'Employment Practices in most Africa' survey indicated that 28.8% of employers in the region search for 'passion, drive and ambition' as the most important factors when making hiring decisions.

4. Ensure constant communication

Bad communication may be the main reason why customers search for other companies that show more interest in their customers and meet their needs more effectively. Therefore, you should make sure to set up a special customer service department that aims to serve them in a fast and efficient manner. And hire people with good communication skills, and make sure to provide them with training courses on how to provide excellent customer service, and meet their needs and requirements effectively\

5. Building strong relationships

You must adopt good methods and policies aimed at retaining customers and enhancing their loyalty and loyalty towards your company, as you must show your interest in your customers through your actions, words and constant communication with them.

2.C) Having technology to improve interoffice communication

Modern means of communication have contributed to increasing productivity and completing work in a short time. In fact, for example, e-mail with a single message can be approved and rejected, and it is possible to request from the specialists and your request for approval in a time that saves you time and effort, printing papers and waiting for a long time until you obtain approval by signing. The impact of technology in everything in our lives, especially in the work environment. As for offices, we can see this in all matters of work in the office, such as the WhatsApp program.

There is nothing in the world that has not been affected by communication technology, as it has brought distances closer and facilitated many obstacles, including office work. The speed of communication made office work more flexible and led to its development and speed of implementation of tasks and examples of that direct meetings through telecommunication Through the mobile phone and setting tasks, sending encrypted messages through archel or sms, as it performs collective work between several offices around the world at the same time No one denies the role of modern communications and its role in facilitating and accelerating business in the work of companies..

The executive secretarial and modern office management is one of the most essential functions in the administrative field, and the title of secretary is given to the person who helps his manager work to perform most of his work, records his information, and keeps his secrets, and the person in charge of this job must be well acquainted with secretarial work and management offices.

The secretariat plays an important and vital role in administrative work organizations of all sizes and activities, and contributes to assisting decision-makers in establishments to bear their burdens so that establishments achieve their goals.

Under the evaluation of the work in companies and institutions is of great importance, because of its role in providing comprehensive reports for efficiency improvement measures, recommendations, and the methods used in this.

Self-evaluation The self-assessment is conducted by presenting the employee a form that contains questions with multiple answers, which requires filling out, and then comparing it with the organization's assessment form to notice the differences, identify areas of conflict of understanding and work to develop the employee accordingly.

Graphs This method of evaluating employee performance depends on graphs that measure the performance of all employees in the company or organization, in all tasks and duties, and compare them to each other, on a scale ranging from weak to excellent.

Checklist The checklist contains questions with a yes or no answer, then the total of the negative answers that indicate the employee's weakness in various aspects is calculated and developed accordingly.

3. Create job listing including starting salary information for the following position

3. A) Secretary

Job Description: A job description is given so that people know what exactly the company is searching for, and so that only people that have that particular work experience and expertise can apply.

Job Specification – A job specification is a comprehensive description of the job role, including responsibilities, requirements and objectives.

When we hire the vacant job secretary , we should do the following:

Requirements

- *Proven work experience as a Secretary or Administrative Assistant.*
- *Familiarity with office organization and optimization techniques.*
- *Excellent written and verbal communication skills.*
- *Integrity and professionalism.*
- *Proficiency in MS Office.*

Secretary responsibilities include:

- Answering phone calls and redirect them when necessary
- Managing the daily/weekly/monthly agenda and arrange new meetings and appointments
- Preparing and disseminating correspondence, memos and forms

Salary : 3000 to 5000 \$ (according to experience)

3. B) Marketer

The responsibilities of marketing managers can depend on the mediums in which they work, but some common duties include:

- Research and evaluate new product opportunities, demand for potential products, and customer needs and insights.
- Execute marketing strategy and the execution of plans for existing products.
- Work with product development teams to manage new product development.
- Manage launch campaigns for new products.
- Manage distribution channels for products.
- Manage media and marketing staff and external PR agencies.

Overall, marketing managers analyze the effectiveness of all a company's marketing efforts and sales campaigns.

Marketer Manager Salary: from 4000 to 6000\$.

3. C) Operations manager

Operations Manager Requirements:

Experience in the field of work, capable of organizing work teams and participatory leadership, practicing work efficiently and effectively

Operations Manager Requirements:

- Bachelor's degree in operations management or related field.
- Experience in management, operations, and leadership.
- Understanding of general finance and budgeting, including profit and loss, balance sheet, and cash-flow management.
- Ability to build consensus and relationships among managers, partners, and employees.
- Solid understanding of financial management.

Operations Manager Responsibilities include:

Improving the work environment, fully supervising all operations, developing employee tasks and direct and continuous guidance

Salary : (6000 to 9000\$)

4. Create a health, safety and wellbeing guide for the company:

Fields of application:

This guide explains the operations, health and safety management system, and the requirements of this guide system are verified to enable management to monitor the risks of health and safety operations and develop their performance.

It has been prepared in accordance with the requirements of OHSAS 18001 . Safety Management System

An introduction to the company

It includes:

The name

Ownership (governmental, private, joint stock, limited)

Date of Establishment.

The type and scope of the activity.

Management Profile (Board of Directors, Executive Committee, General Manager)

Branches and Sections

Brief overview of the workload

Risks

It is the source or situation of potential damage from injury or illness, damage to property, damage to the work environment, or a combination of the above.

the incident:-

An incident that results in an accident or is likely to lead to an accident.

note:-

An event that does not involve illness, injury, damage or other losses is also referred to as “imminent loss” and the phrase “event includes “imminent loss”.

Non-conformity or non-compliance:-

Any deviation from work standards, practices, procedures, systems, implementation of management system, etc., which leads directly or indirectly to injury, disease, property damage, workplace environment damage, or a combination of the foregoing.

Objectives

Conditions and factors affecting the well-being of employees, temporary workers, contractor employees, visitors and any other persons in the work environment.

Operations, Health and Safety Management System:-

It is part of the comprehensive management system that facilitates the management of operations, health and safety risks in conjunction with the work of the institution and this includes the structure (the institution, the company) planning activities, responsibilities, practices, procedures, transactions and sources of development, implementation, achieving goals, reviewing and maintaining the policy of health and safety operations For (the institution, the company).

Occupational Safety and Health Policy

The Occupational Safety and Health Policy has been developed by (the Corporation, the Company) and it has been approved by the General Manager, which clarifies all health and safety objectives and a commitment to developing health and safety performance.

The safety policy is the main semantic principles that shed light on health and safety throughout (the organization, the company).

The safety policy is implemented through management reviews, training and posting of bulletins in English and Arabic at sites and branches (institution, company).

Occupational safety and health (engineer, supervisor, observer) regularly monitors new and existing employees to ensure that they understand the safety policy.

The safety policy is reviewed at least once a year at the management meeting in order to ensure its continued suitability and development.

The assessment of the risks posed by the aforementioned risks takes into account the seriousness of the results, the detection of the risk and the possibility of occurrence.

The risks of various events can be compared with the apparent criteria to be quantified.

Whereas, the measures may vary by at least one amount due to potential modification in perception of both the likelihood and severity of the event, a risk list has been prepared to be used for the list of criteria and the lower number is the basis.

The following criteria were used in assessing the risks of directed activities:

Adjusted Risk Estimates Measures

20 Little Risks That Don't Need Any Action

20-70 Low risks The procedure can be considered
requires attention

70-200 Low Risk Action must be taken

200-400 High risk Urgent action must be taken

400 disaster risks activity must be stopped

Measures must be taken immediately

Legal and other requirements

The (the institution, the company) has laid all the foundations of safety procedures to comply with the legal requirements for application in the areas of operations, and that all changes in the systems are dealt with seriously and are updated accordingly, and the information that is updated is sent to all employees and to other parties that have an interest related to that.

Objectives.

Conclusion

In this assignment, I talked about the company in which I work, I talked about human resources management, how to maintain employees, evaluate performance, and work on employing technology in communication between offices. It also dealt with the announcement of three vacancies and the method and steps of announcing the vacancy, and finally provided a guide to health and safety

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