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COVER PAGE AND DECLARATION

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Panda Human Resource Management

Introduction

Human resources management can be considered one of the most important administrative processes in the organization, It is an organisational mechanism that deals with matters related to individuals working in the organisation, such as their selection, as it is concerned with the human

element that carries out its operations and all of its programmes, and this element plays a major role in achieving its objectives, noting that it is an organisational process that deals with matters related to individuals working in the organisation, such as their selection. As well as their promotion, preparation, and other work-related issues., in addition to other dimensions that result from their lives, and it is worth noting that the skills that characterize the human element is a means to achieve continuous success, and is considered to have an important competitive advantage; Because it cannot be imitated, and because its generosity is growing, in addition to that it is the engine of all other production factors.

The concept of human resource management

Researchers' definitions of human resources management have varied, as the concept has moved in its traditional form of managing people to the concept it is now, and it reflects the complementarity and comprehensiveness between several functions that are harmonious among themselves, such as planning, appointment, job evaluation, wages, development, and many other matters. . The following are some of the definitions that have been reached:

(Flippo) defined it as: "planning, organizing, controlling, attracting, developing, rewarding, integrating and maintaining human resources for the purpose of achieving the goals of the organization."

(Belanger L.) defined it as: "A group of activities represented in the acquisition, development, and preservation of human resources, with the aim of providing business organizations with a productive, stable, and satisfied workforce."

Through the above, we can define human resources management as: the policies and procedures related to the selection of workers, their appointment, the means of dealing with them, their organization within the organization, and the provision of cooperation links between them and the management, by increasing the trust between them; This helps the organization reach its maximum productive levels, and in a way that ensures the achievement of the desired goals.

The importance and objectives of human resources management

The importance of human resources management is represented in several points, the most prominent of which are:

- Helping to provide an appropriate organizational climate for work, by motivating employees, which will positively affect their job satisfaction, and thus increase productivity. Paying attention to the achievement of the organization's strategic objectives, by making use of the competencies present in it.
- Paying attention to employee training and achieving job stability, as well as wages and salaries. To ensure increased productivity.
- Saving high costs on the organization, which employees may incur if they are suspended from work, or if they are not granted promotions, or bonuses. Helping to discover problems and difficulties related to individuals, which negatively affect the effectiveness of the organization, and it also helps managers to manage these problems and solve them through advice and guidance.
- Paying attention to coordination among the various units in the organization, as it is concerned with activities related to all individuals.
- Achieving belonging to the human element, by setting up a fair system of wages, incentives, and caring for human relations in the organization.
- Achieving the highest possible productivity through qualitative and quantitative planning of the human resources needed by the organization.
- Maintaining work ethics, paying attention to behavioral policies, and opening the field for communication between management and workers.
- Provide support to executive directors in order to achieve the goals of the organization.

Human resource management functions

The human resources department in the organization has many functions, which are represented in the following:

The human resource planning: This position is responsible for making decisions on the use and production of human resources, as well as assisting in the acquisition of human competencies in the organization's external or internal labour markets, as well as revealing the strengths and limitations of the available human resources. In the workplace, and developing ways of communicating with employees, which leads to reducing costs and time to the least possible extent, in addition to improving decisions, by providing a large base of available data.

Job analysis and design: as work analysis is an extension of its design; It begins at the end of the design that is its basis, and which also aims to define the characteristics of the work, a process that aims to collect information about the organization's functions, and summarize it after the completion of its analysis in the form of written foundations. To clarify its tasks, powers, and everything related to the organization in terms of matters, a process that aims to reach the following results: Standards of work performance, by collecting information about jobs and analyzing this information, which leads to detailing these criteria for work or job. The job description in which the job-specific goals and tasks required of the employee are defined, whether physical or mental. Job determinants that indicate the conditions that must be met by employees.

Attracting, selecting, and appointing human resources: a process that aims to attract the largest possible number of competencies, by following a deliberate strategy that includes attractive programs that create motivation in human resources and increase their desire to work in the organization, and it is worth noting that this process must To achieve a number of goals; In order to become effective, and among these goals: the ability to reduce the number of unqualified individuals applying for jobs in the organization, which leads to reducing the costs wasted as a result of the wrong choices. Achieving stability in human resources at a high level, by attracting individuals who continue to work for a long time. Attracting qualified talent, which in turn contributes to reducing training costs later. Employing the appropriate numbers of employees in the organization, and at the least amount of costs. Adherence to the means of searching for appropriate competencies, and adherence to the specified legal procedures, which leads to the guarantee of legal, social and ethical responsibility. As for the selection process, it depends on the process of attraction, as this process is concerned with collecting information about employees who want to work, which contributes to their acceptance or rejection, and it is based on several methods, such as personal interviews, physical, oral and written exams, and providing forms that confirm eligibility The employee to fill the job, and others. It is worth noting that the selection and appointment processes are our planned process across a complete system consisting of basic elements: inputs, outputs, processes, and feedback, and they also go through many stages that start with reviewing and evaluating job applications, initial interviews, Up to the issuance of the final decision on appointment.

Evaluating the performance of human resources: It is the method used by the management in measuring the individual and collective performance of employees, and the extent of their achievement of the required goals, as the evaluation criteria focus on the effectiveness and efficiency of the required achievement, noting that this process is one of the most important functions related to human resources. This is because it shows the accuracy of the programs and policies adopted by the organization, and it may also contribute to attracting a number of new employees who have the good quality of skills for the organization, in addition to that they reflect the moral, legal, and social image of the organization.

Panda Human Resources Management

In this report, we will talk about the human resources management in the Panda Retail Group in the Kingdom of Saudi Arabia. By virtue of that I am a manager in one of the departments in the

Panda Group, I am familiar with the internal system of human resources management within the group and I can make some proposals to improve the human resources management department in the Panda Group by submitting a report that includes:

- a. how to improve employee retention;
- b. more effective customer service practices;
- c. the use of technology to improve interoffice communication;
- d. create / revise employee performance appraisals.

The human resources department in Panda relies on centralization in its work, just as all the administrative departments in Panda retail, the Human Resources Department in Panda is assigned to the recruitment processes and all matters pertaining to all employees from performance analysis to promotions, dismissals and investigation with employees.

There are some requirements for obtaining a position as a Human Resources Manager in Panda, namely:

- Maintain confidentiality of data
- More than two years of experience in the same field
- Proficiency in the use of office programs such as Excel and Microsoft Office
- Proficiency in the English language
- High communication skills

New HR policies proposal for Panda

Basic employee retention is critical to the long-term health and success of any organization's business. Managers readily agree that retaining your best employee ensures customer

satisfaction, product sales, satisfied coworkers and reporting personnel, effective succession planning and inherent organizational knowledge and learning. If managers know this well, why are they behaving in ways that encourage so many employees to leave their jobs?

Employee retention

Failure to retain a key employee is costly to the minimum, plus organizational issues such as training and investment time, lost knowledge, unsecured coworkers, and the costly candidate hunt aside.

Various estimates state that losing an average manager costs an organization up to 100 percent of his salary. Losing a senior executive is more expensive. I have seen estimates of double the annual salary and more.

Employee retention is extremely important for a second social reason, too. Over the next few years, as Baby Boomers (ages 40 to 58) retires, the number of Next Generation X will reach 44 million (ages 25 to 34), compared to 76 million pro-business kids. Simply, there are far fewer people available to work.

One of the primary measures of an organization's health is employee retention. If they are losing out on key employees, they can safely bet that other people in their departments are looking to fill jobs as well.

Interviews with departing employees provide valuable information that you can use to retain the remaining employees. Give their results. They will never have a significant source of data about the health of an organization like Panda.

Retention tips

1. Management Thinkers From Ferdinand Fournis (Why Employees Don't Do What They Are supposed to Do and What They Do About It) to Marcus Buckingham and Curt Kaufman (First Break) All the rules agree that a satisfied employee clearly knows what is expected of him every day at work, changing expectations It keeps people on edge and creates unhealthy stress.

They steal the employee from homeland security and make the employee feel like a failure. I do not advocate for employees' jobs and responsibilities in order for them to remain consistent, rather they provide a defined framework in which people clearly know what is expected of them.

2. The quality of supervision that an employee receives is critical to employee retention. People leave managers and supervisors more often than leaving companies or jobs. It is not enough for the moderator to be a likable or kind person. The supervisor has a critical role in retaining him / her, starting with clear expectations of the employee.

Anything a supervisor does to make the employee feel undervalued will contribute to the turnover rate. Frequent employee complaints center in these areas.

Blurring of expectations

The potential gain is unclear

No performance notes

Not holding scheduled meetings

Failure to provide a framework that the employee realizes he is capable of achieving

3. The employee's freedom to express his opinion freely within the organization is another key factor in employee retention. Is your organization soliciting ideas and providing an environment in which people will be comfortable providing feedback? If so, employees can provide ideas, feel free to criticize and commit to continuous improvement. If not, they bite their tongues or find themselves in constant trouble - until they leave.

4. Employees seek to use their talents and skills in the workplace. He wants an employee who is motivated to contribute to areas of work outside of his specific job description. How many people could contribute much more than they currently do? You just need to know their skills, talents, and experiences and take the time to take advantage of them.

For example, in a small company, a manager has followed a new marketing plan and slogan with the help of outside consultants. An indoor sales representative with seven years of experience developing ads and logos has offered a frequent offer to help.

His offer was ignored and cited as one of his reasons for leaving his job. In fact, admitting that the company did not want to make use of his knowledge and abilities helped expedite his job search.

Customer Services

The Accenture Global Report revealed in its 2018 Customer Satisfaction Survey that pricing a product or service is not the main reason behind customer reluctance, it is in fact due to poor customer service in general, and according to Gartner research, 89% of companies now expect to compete mostly on the basis of Customer experience, customer service is the lifeblood of any business, whether you offer a great product, or attractive discounts, customer service is what will determine the truth of your success in your business.

It is interesting that the CEO of the e-commerce site Zappos confirms that the customer comes first by saying: “Zappos is a customer-serving company that happens to sell shoes.” The essence of good customer service is to provide them with a great experience, and to build a close relationship with them, which is the relationship that it is necessary to have. The customer feels through it that he is your first distinguished customer, so any method you follow for customer service will be what determines whether you will be able to gain consumer satisfaction and retain them or not, if we take into account that the cost of attracting new customers is 6 to 7 times more than the cost. Maintaining existing clients.

Some tips for more effective customer service practices at Panda

1 - Upgrading customer service starts with internal customer

When you care about improving internal customer service, you indirectly help in promoting customer service in your company. The internal customer is one of the most popular concepts in the modern customer experience. External customers are those who primarily see your business as a provider of something they buy, while internal customers are involved in Your business by being a part of it, the internal customer is a customer directly related to the company, and internal customers are usually stakeholders, employees or shareholders, and the definition also includes creditors and investors.

The work environment should meet the needs of employees and live up to their aspirations at all levels, if you treat your employees poorly, the work environment in the company will become negative, and your employees will perform the necessary performance only to maintain their jobs, but they are unlikely to take an additional step to do creative work Or, caring for your external customers and providing them with assistance as it should.

Employees are the face of every company. Customers interact with them when searching for products, broadcasting complaints, or making a purchase. The great internal customer experience translates into positive attitudes towards external customers, and customers are likely to feel more comfortable seeing more friendly and helpful employees, rather than hearing Staff grumbling behind your back.

2 - Customer service is not just a department in the company

Customer satisfaction is important because it provides business owners and marketers a metric for managing and improving the business, and on the flip side, customer anger can be damaging to the company's reputation; 95% of customers who have had a negative experience said that they told someone about the matter, and in doing so quickly spread negative talk about the company, that only customer service can fix the situation, and building a culture of customer service that is committed to spreading the company's employees from the smallest employee to the largest employee is The solution.

You should include your entire team in crafting this philosophy, not just front-line employees, as all employees on the team - regardless of their job roles - are obligated to assist in customer support, given that everyone in the company has an impact on customers directly or indirectly. Customer service should be the task of everyone and not the task of one department in the company, so that every work team can participate in providing support and solving the problems that customers face.

3 - Achieve the highest level of customer satisfaction

Customer satisfaction is the best indicator of the likelihood that a buyer will purchase your product or service in the future, and the result is an increase in customer retention. By reaching this level of service, customers will return and spend more on your products and services, and they will refer family members and friends and recommend the purchase from you.

You must define what are the best practices to reach the highest level of customer satisfaction, which may be, for example, but not limited to: communicate clearly and listen to their complaints with interest, train employees to acquire the necessary skills, the behavior of the employees plays a vital role in maintaining a high level of customer satisfaction, collecting responses Acting and working on improving the product or service based on customer feedback, providing follow-up and after-sales services, dealing with them as stakeholders and focusing on providing solutions that focus on them.

Achieving a higher level of customer satisfaction is not just about what you achieve for your existing customers but also for potential customers. Look for the level of service that your potential customers are accustomed to, and check how you can frequently improve their expectations to keep them happy over time and achieve their satisfaction.

4 - Use the latest technology in customer service

Upgrading customer service requires correct attention to identifying a strategy that includes the optimal use of technology in managing customer relations. Customer service techniques are being updated rapidly, and should keep pace with development to ensure rapid and ideal communication with your customers. In the past, the phone was on top of the tools that are used in customer service and communication. With them, then email appeared, and new technologies and tools followed the technological development.

For example, companies use social networks to interact with customers on a regular and frequent basis by exchanging comments and ideas and engaging customers in various commercial activities such as contests, offers and discounts. Also, having a live chat platform on your website can help break the ice and eliminate barriers, so that it allows Live chat tools provide your customers with fast and accurate answers directly from the source, and technical support tickets (which we use on Hsoub as one of our customer service tools), allow for effective and fast customer service.

The use of technology to improve interoffice communication

When thinking about the phrase “internal communication of the company” or “communication between employees in an organization internally” it comes to mind that it is a tool used by workers in a field, and it is considered common in human resources departments, the aim of

which is to spread important internal information between Members working in a company, which is a channel for transferring business and procedures that facilitate work and help the company reach its goals and objectives.

The use of technology to improve communication between offices and different departments within the organization has become a must in 2021 and this is due to the following reasons:

- Speed of response between departments and employees
- Due to the current situation under the influence of Covid 19, remote communication has become the basis, and this is done through some programs and modern technology such as Zoom and some internal programs for each company

Benefits of internal communication in Panda

- 1- Rapidly communicating about the developments that are taking place;
- 2- The employees have more flexibility in the face of the variables, as they keep pace with all the developments that the company is going through, and it is logical that their minds work to create solutions or alternatives faster;
- 3- Speed in taking decisions that address everyone's opinion and based on information drawn from reality.
- 4- Increase the employees' sense of belonging to the company in which they work;
- 5- Disclosing any areas of weakness or problems the moment they arise;
- 6- Disclosing any opportunities or talents that may appear with a worker that were not noticed before;
- 7- Increasing the productivity of workers;
- 8- The internal communication of the company carries an opportunity to exchange experiences and knowledge between employees and the manager;
- 9- The company's success

Employee performance appraisals

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Company Name

Employee Evaluation

Employee Information

Name		Employee ID	
Job Title		Date	
Department		Manager	
Review Period			

Ratings

	1 = Poor	2 = Fair	3 = Satisfactory	4 = Good	5 = Excellent
Job Knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments					
Work Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments					
Attendance/Punctuality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments					
Initiative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments					
Communication/Listening Skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments					
Dependability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments					
Overall Rating (average the rating numbers above)					

Evaluation

ADDITIONAL COMMENTS

GOALS
(as agreed upon by employee
and manager)

Verification of Review

By signing this form, you confirm that you have discussed this review in detail with your supervisor. Signing this form does not necessarily indicate that you agree with this evaluation.

Employee Signature		Date	
Manager Signature		Date	

Job list with starting salary

Job	Starting Salary
Secretary	SAR 2,000
Marketer	SAR 3,500
Operations manager.	SAR 30,000

Health, safety and wellbeing guide for Panda

Health, Safety and Well-Being	Program
Health, Safety	<p>Access to the employee and family assistance program. This program provides support and assistance to employees and their families who are facing sensitive issues related to work, health and life including: workplace challenges, nutrition and health, physical health, addiction concerns, stress, depression and anxiety, family and parenting, relationships, and more. Situations.</p> <p>Access to Dialogue, a front-line telemedicine service that works through a mobile app and gives our staff direct and confidential access to health professionals via an online platform or by phone and / or video call, as needed.</p> <p>Access to the Top Doctors Program, which provides our employees with free and confidential access to a global database of 50,000 peer-rated medical professionals who can help understand medical conditions and treatment options.</p> <p>The employer pays life insurance, short and long-term disability, medical coverage, eyesight, and dental care for its employees and retirees.</p> <p>Access the flu vaccines on site or pay for the flu vaccine provided by your doctor or pharmacy.</p>

	<p>While the vast majority of our employees work from home during the COVID-19 pandemic, additional health measures have been taken to protect the health and safety of our employees in the workplace for those who need to come to the office.</p>
Well-Being	<p>Subsidized fitness memberships are provided to employees.</p> <p>We ensure that our building meets all occupational health-related requirements, including ergonomic considerations.</p>

Conclusion

Human resource management is the process of recruiting, selecting and recruiting employees, providing guidance and transferring training and development, evaluating employee performance, determining compensation, providing benefits, motivating employees, maintaining appropriate relationships with employees and their professional unions, ensuring employee safety, welfare and health measures in accordance with labor laws on the ground, and finally following orders / rulings of the Supreme Court And the relevant Supreme Court, if any.

In our report, we presented a special detailed presentation of the Panda Foundation in order to be able to obtain modern and effective practices in managing its human resources, we took into account the scientific foundations in addition to the current events in the world recently.

We hope that the report will help Panda to progress with its employees and to succeed in obtaining better practices within the organization

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