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HR Policy Proposal

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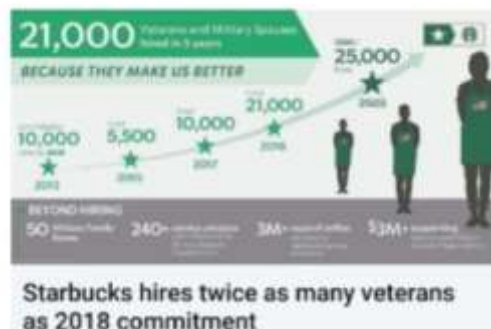
Introduction

An organization's human resource is made up of all of the individuals who work for it, as well as their talents, capacities, and efforts. Although other businesses refer to this resource as "staff," "people," "workforce" or "employees," the underlying idea remains the same. Everyone who works for a company is a worker. Organizations may refer to those who perform manual labour as "workers," whereas those who perform non-manual labour are referred to as "staff." The executives of the organisation are responsible for managing its human resources in the most efficient way possible, ensuring that employees work in the best interests of the organisation as well as their own. It is critical to building solid people connections with the entire workforce for achieving this goal effectively and efficiently. The activities of expert staff that are accountable for the organization's people objectives are referred to as human resource management. The director of this department is in charge of implementing and developing strategies for the organization's human resources, its people (Boon et al. 2019).

Starbucks

Starbucks Corporation, headquartered in Seattle, Washington, is an American worldwide coffeehouse and roastery reserve chain. Starbucks, as the world's largest coffeehouse chain, is seen as a prominent symbol of America's second wave of coffee culture (Gupta et al. 2018). Strengths of Starbucks:

1. This Seattle (Washington) - based corporation, which was founded in 1971, aspires to expand its outlets globally. It has extended itself to become an organisation to employ more than 25,000 people by 2025.
2. Female employees and the minority sector have been given priority in terms of recruitment. The statistics for the graph are as follows:



1. HR Policy

Human Resources manage the company's personnel and provide the organisation with a proper structure and the capacity to meet business needs. A critical component of an organization's "people" dimension is the management of the human resources of the organisation. HR policy of Starbucks:

2. HR personnel of the company is in charge of dealing with line staff and those who are directly involved in the production of goods and services.
3. The main goal of the HR policy is to maximize the productivity of the human resources by bridging the gap between the employee and the employer in terms of personal communication.
4. The following are some of the goals of various HRM practices: To decrease employee turnover, resolve conflicts, employee contentment, improved employee performance, and successful training and development (T&D).
5. A minority of employees may not want to be engaged, therefore the company must pay special attention to recruitment and communications, such as informing them about what is going on in the company, including them in the decision-making process, giving them freedom of expressing their thoughts to the higher management, encouraging them to do their best, and caring about their health and well-being (Silver, 2018).
6. To assess staff productivity according to the HRM practises, as HRM practises have a substantial impact on employee outcomes, particularly productivity.
7. Organizations that use more planning, recruitment, and selection procedures have positive and significant outcomes.
8. Starbucks Corporation, for instance, takes significant steps to motivate its employees through welcoming and efficient work environments, incentive compensation programmes and flexible working times, and other things such as:
 - By comparing performance to productivity levels, the organisation hopes to assess its effectiveness.
 - Creating a benchmark to measure the highest levels of production.
 - It assesses employee productivity based on many theories and the use of HRM strategies (Azriuddin et al. 2020).

HRM attempts to create a management system that can effectively manage the best talents for achieving the organisational goals. Every organisation strives to build a group of people whose services can be acquired, their talents can be improved, and they can be motivated to work toward a shared purpose to fulfill the goals of the company. As a result, the HR department's efficient work would indicate an organization's growth. The overall weighted average score of the comments provided by Starbucks Corporation workers reveals a high degree of employee satisfaction (Ozen, 2021).

2. Proposal for new HR Policies

Employee relations and communication can be aided by well-written, clear policies that are evaluated regularly. They demonstrate the dedication of the company to a pleasant working environment. Although written policies are not legally necessary in general, they can be utilised to establish non-discriminatory hiring practises and serve as the foundation for a strong employee lawsuit defence. Policies should be updated regularly for ensuring their compliance with the federal and state regulations, as well as the organization's demands. New laws, regulations, and court judgments may have an impact on the language of policies as well as how they are implemented by employers. The proposal for new HR policies is described below:

2.1 Improvement in retention of employees

The policies for improving retention of employees are as follows:

1. Make sure to hire the correct personnel:

There is a clear link between employee satisfaction and staff turnover. When compared to highly engaged employees, disengaged or demotivated employees are more prone to resign from the organisation. Disengaged employees are 2.6 times more likely to depart the company 180 days. There's a significant financial and time investment in training and recruiting for only a few months of labour. That is why businesses must invest in the appropriate personnel from the start. Clear communication and looking out for probable misalignments in culture and experience to minimise mismatches in role and skill responsibilities (Bhati et al. 2021).

2. Improve the Onboarding process:

Several objectives should be pursued during the onboarding process:

- Maintain a favourable initial impression.
- Set clear expectations for the job and future of the company.
- Assist new hires in integrating into the team and forming relationships with co-workers and colleagues.
- Allow new hires to provide organised feedback on the corporate processes, jobs, and culture.

- Begin making plans for the long-term development within the firm.

3. Create a feedback and recognition culture:

Employees want to know that their contributions are respected and appreciated. Having a productive feedback system and employee recognition can also go a long way toward making employees feel heard and seen, reducing their desire to seek validation elsewhere.

4. The staff should be developed:

Employees want to know if they have a future in the company. If they do not see it, they will look for it somewhere else. That is why employee development is a key for engaging and retaining top talent year after year.

- Prioritize internal hires and promotions when possible
- Provide opportunities for coaching and mentorship
- Make long-term staff development and goals a frequent element of the performance conversations.
- Communicate with the staff to learn about their development goals and expectations (Johennesse & Chou, 2017).

5. Take action based on the results of exit polls:

Regardless of whether the company has a high or low turnover rate, it may learn a great deal from employees on their way out the door. Exit surveys help in receiving direct feedback from the employees about why they are leaving and any suggestions they have for improving the company.

2.2 Customer Service Practices effective for a Company

Customer service is about effective consumer engagement which is an important component of any business. However, managing a large number of consumers is tedious and may lead to the suffering of the business. Here are five suggestions for improving practices of customer service:

1. Recruit the correct personnel:

Undoubtedly, finding the ideal individuals for the customer care staff is the first step. Experience is advantageous, but it is not a requirement, as it must be remembered that training is extremely effective. Instead, companies should seek the ideal qualities, such as solid communication skills, positivism, and a desire to learn.

2. Training:

Individual performance can only be improved with effective training. It is critical to consider training as a continuous process and to track results to determine whether agents require additional training in specific areas. It is important to remember that training is an excellent approach to encourage staff and assist them in their professional development (Rubel et al. 2018).

3. Use an innovative customer experience:

It is also critical to provide the greatest tools possible to help the staff succeed in their professions. A creative customer experience provider may assist a team in tracking engagements across channels, meeting customers where they choose and streamlining communication for more personalised experiences.

4. Obtain feedback from customers:

It is vital to gather input from customers on specific customer service difficulties. It is well-known that every customer is different and services are tailor-made to suit their requirements, but it is important for identifying the standardised similarities for improved training and developing for better provision of services by the employees. (Karpen et al. 2017).

5. Understand steps for ensuring employee motivation:

To keep customer service employees working productively every day, the employees must know how to motivate them, just as they must know how to drive staff in any other department. There are a variety of successful techniques to keep the employees engaged, including:

- Positive response
- Targets
- Rewards
- A calm but productive environment
- Social activities in a comfortable office
- Opportunities for advancement in the career
- Benefits

The above techniques should be prioritised by any company looking to increase the effectiveness of its customer care representatives.

2.3 Improvement in the Inter-office Communication using updated Technology

Effective communication is the key to achieving organisational success and workplace satisfaction. Internal communication quality frequently reveals a lot about a firm, including its atmosphere, culture, along retention of employees. If the employers feel that the employee is lagging, there are several things the employers can do to improve interoffice communication:

1. Make documents simplistic to find:

Intranets can be created and employed in various ways, all of which include people working together toward a common goal. A good intranet system enhances staff communication and collaboration. Put documents in a location where they will not be neglected to make them easily accessible. It is best to classify and rank information so that it can be found quickly using a search engine.

2. Emphasis on the company culture:

The personality of the firm is referred to as company culture. Employees will feel more connected to each other and the business because of productive company culture. Working as a team, having fun, communicating, hiring people who complement the business, and putting brand logos into office decor are all ways to establish a positive company culture (Serrat, 2021).

3. Allow employees to recharge their energy:

Working long hours can be exhausting, especially if people have a lot on their agendas in their personal life. It can be challenging to ask for time off to recuperate when the employees need it. Providing paid leave for the employees which can be utilised for any reason helps the employees in recharging their energies. Whether it is a couple of extra hours at lunch or a full day off, the staff will perform better when they are well-rested.

4. The cordial relationship between the managers and their employees:

Managers and staff, typically, should collaborate regularly. The employers could start by asking for status updates to developing open lines of communication that aid in the development of an effective approach for collaboration and idea-sharing by increasing their ties. The management may improve communication within their firm by creating stronger interactions between supervisors and employees (Wilson, 2021).

2.4 Creation and revision of employee performance appraisals

Employment management consists of many crucial components and performance appraisals are one of them (Idowu, 2017).

1. Ensure regular feedback to employees: Employees may receive feedback on their work performance through performance appraisals. Employees may or may not have a fair idea of the expectation of the organisation regarding their performance and regular performance appraisals may help them improve and meet the expectations.
2. Begin with a well-thought-out performance strategy: Divide business goals into specific deliverables, provide clear performance metrics, and adjust plans as things change during the year. The time it takes to write an evaluation is substantially reduced when there is a defined performance plan.
3. Formal interim evaluations should be conducted: During the year, consider performing one or more interim reviews. Keep track of the accomplishments and progress toward meeting the objectives of the performance plan (Sharma & Sharma, 2017).
4. Provide training for supervisors: Teach managers how to have meaningful progress conversations with their employees. Demonstrate how to give difficult feedback that an employee requires to succeed. Ascertain that they are aware of the evaluation procedure and the optimum method for completing forms.
5. Foster a feedback-oriented culture: The organisations should build a culture of productive feedback for the growth and development of the employees.
6. Evaluations should be reviewed and monitored: Monitor and reporting of the performance management should be a continuous procedure. The monitoring supervisor should also be given feedback for improvements in their methods of evaluation.
7. 360-degree reviews to be used: Supervisors should solicit input on their employees from co-workers, stakeholders, customers, and other supervisors and managers. This assists in a fair and thorough evaluation.
8. Review final assessments with second-line supervisors: By checking assessments with their managers before meeting with their workers, supervisors can avoid mistakes and provide coaching opportunities.

9. Supervisors from related work units collaborate to prepare evaluations. Supervisors can learn from one another and ensure that evaluations are consistent throughout the business.
10. Encourage managers and employees to work together on performance reviews. Employees would be engaged in the process of improving their products which would help them grow in their careers which would be more effective than a one-sided performance review (Kampkötter, 2017).

3. Job Listing

3.1 Secretary

Secretary

Starbucks Corporation

Overview: Our workplace is now accepting candidates for the position of Secretary in our customer service department. The successful individual will provide general secretarial support to department administrators as well as specialised clerical duties. The Secretary's responsibilities will include assisting with departmental payroll, keeping financial records, and enabling communication across business departments. This role is appropriate for someone self-motivated, can prioritise work assignments as they arrive, and can work alone.

Responsibilities:

- Welcome visitors and point them in the direction of the proper departments or individuals.
- Answer questions in person, over the phone, or via email.
- Create and implement office policies.
- Maintain general company record systems to ensure that files are accurate.
- Letters, memos, and emails should all be written professionally.
- Documents are screened, meeting venues are booked, conference calls are set up, and messages are taken.

Qualifications and Skills:

- A diploma or a relevant certificate
- Clerical experience of at least two years
- Bookkeeping, data processing, and accounting experience are preferred.
- Experience maintaining and prioritising a manager's calendar, including Word, Excel, SAP, etc.
- Ability to work without supervision
- Professional and friendly demeanour
- Communication skills, both vocal and written are exceptional.

Pay Scale: 6500 SR

3.2 Marketer

Marketer

Starbucks Corporation

Overview: Candidates for the role of marketing, who will promote products and services on behalf of a company, are now being accepted at our workplace. He or she will usually concentrate on the attempts of the company to target some specific demographics. The marketer will interact with the target audience online or at events held within or outside of the company's premises.

Duties and Responsibilities:

- Developing marketing objectives for customer acquisition, lead creation, and revenue generation.
- Conducting competitive market research to support marketing initiatives.
- Using market research to define a company's target audience.
- Content such as social media postings, videos, e-books, infographics, presentation decks, and webinars are created and edited.
- To grow the company's client base, cultivate relationships with future clients, such as prospects and leads.

- Monitoring social media activity to get a sense of how the public feels about the company's brand
- Emails, social network posts, and the company's landing page are all put to the test.
- Analysing campaign results and making modifications to stay ahead of the competition

Qualifications and skills:

To work as a marketer, the candidate must have a bachelor's degree in the marketing or business administration. Before entering any job, a company may need them to obtain a master's degree to improve their communication, public speaking, and sales skills. A master's degree can mainly boost the income potential of an individual and allow them to take on the leadership roles within a business.

Pay Scale: 12000 SR

3.3 Operations Manager

**Operations Manager
Starbucks Corporation**

Overview: Our success at Starbucks is due to the effectiveness of our organisational processes. We are looking for an operations manager who is experienced in overseeing daily activities and would assist us in the maintenance and growth of the company. The candidate will be an excellent choice if they have a smart business mind and a track record of leading several divisions to optimal efficiency. They should be an expert in human resource management, financial management, and information technology management. They will also demonstrate a track record of building a culture of trust, diversity, and inclusion within the team.

Daily and Monthly Responsibilities:

- Creating and implementing career development plans for all direct reports, as well as

problem resolution, to lead, motivate, and support a large team in a time-sensitive and demanding environment.

- Manage timely data collection to update operational metrics to meet productivity goals, lower cost per unit, reduce errors, and provide exceptional customer service.
- Improve proprietary tools and systems in collaboration with cross-functional support teams.
- Work closely with the legal and safety departments to ensure that all actions are legal.

Qualifications and Skills:

- A bachelor's degree in business administration, operations management, or a similar subject is required.
- Strong budget development and oversight skills.
- Excellent ability to delegate responsibilities while maintaining organisational control of branch operations and customer service.
- Highly skilled at conflict resolution and business negotiations.
- Pay Scale: 16000 SR

4. Health, safety, and well-being guide for the company

This guide seeks to enhance employees' understanding of their legal rights and obligations so that they can work in a healthy and safe environment.

1. Employer Responsibilities:

- Employers are expected by law to create a healthy and safe work environment for their employees, as well as anybody else who may visit the workplace, such as contractors, customers, and members of the general public.
- All businesses, regardless of their size, must create, supply, and maintain workplaces that are safe and free of health hazards.
- Identify any existing or potential hazards and take actions to reduce them as much as feasible, preferably by eliminating them – but if that is not possible, by reducing them as much as possible.

- Ensure that safe working practices are developed and implemented in the organisation for reducing the prevalence and risk of bullying and harassment. Ensure that proper first-aid facilities are available.
- As needed, offer health supervision.
- To provide protective clothes and suitable warning signs.
- To report specific injuries, accidents, harmful events, and diseases to the proper authorities; and keep injury and accident records as needed (Sorensen et al. 2019).

2. Employees' Rights and Obligations:

Employees have a lot of legal rights, but they also have a lot of duties to collaborate and conduct properly to protect their well-being. Law states that every employee has a right to work in a healthy and work environment. As a result, the employer is unable to remove it or weaken it. Below are the most significant rights and obligations:

Rights:

- To have any dangers to the safety and health minimised to the greatest extent practicable, and to be provided with any necessary personal protection and safety equipment at no cost.
- Right to cease working and leave the work area without being penalised if there are reasonable concerns about the safety.
- To tell the employer about any concerns about the safety and health at the workplace (Haynes, 2017).

3. Common Workplace problems:

- Space: For health, safety, and welfare, any room where people work should have enough floor area, height, and vacant space.
- Ventilation: Workplaces must be properly ventilated. While windows or other openings may provide adequate ventilation, air conditioning should be maintained regularly.
- The use of natural light: People should be able to work and move about securely with adequate lighting. Individual workstations and sites of special risk, such as corridors and stairs, should have local lighting if necessary. Lighting and light fixtures should not provide a safety risk.

- **Fire:** Every company should have clear evacuation protocols in place, and regular fire drills should take place to ensure that personnel is familiar with them.
- **Harassment and Bullying:** Bullying is a health and safety hazard in the workplace. It can cause health problems as well as additional safety concerns. It is the responsibility of the employers to guarantee that all employees are both emotionally and physically safe at work and that their health is not harmed by anything or anyone in the workplace.
- **Workplace Anxiety:** Workplace stress develops when a worker's capacity to meet the demands of the job and the working environment is exceeded. Stress can manifest itself in different ways, including mental, physical, and behavioural manifestations. The employee should become familiar with the company's stress policy.
- **Workstations and breaks away from the screen:** To limit exposure to visual display units (VDUs), employers must organise work at VDUs so that it is occasionally interrupted by breaks or changes in inactivity. Continuous screen work should not be more than one hour, irrespective of the need for the breaks. If using a VDU constitutes a considerable portion of the daily job, the employee can rightfully request adequate eye exams, which the employer must make available and pay for (Zwetsloot et al. 2020).
- While additional space may be necessary if wheelchair access is required, most workplaces require a minimum of 4.65 square metres of floor space for everyone in a room (including the whole area occupied by an office chair and desk but excluding filing cabinets and other office furniture).

Executive Summary

The consultant who reviews the company's human resource policies is the subject of this report. In addition, starting salaries for three new positions, as well as standards for the company's employees' health, safety, and overall well-being, are suggested. Additionally, the organisation Starbucks is used to demonstrate this.

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