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COVER PAGE AND DECLARATION

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1. Introduction

The human resources (HR) department is one of the most important departments in your company. Your HR department can help your organization in a variety of ways if it is managed strategically. Furthermore, interactive HR dashboard templates enable organizations to better understand their employees, identify developing difficulties or concerns, and deploy proactive solutions to manage their HR departments in a more fluid, result-driven manner (Calzon, 2022).

HR policies and procedures are critical in creating an organization's HR strategy, which might shift over time as a result of new technologies, new employees, and even new areas of the business. Furthermore, HR regulations govern how employees at various levels are managed. Because of changes in rules or economic situations, the initial policies that were put in place may no longer be applicable.

It is critical to review HR policies and procedures on a regular basis to ensure that there are clear and fair measures in place to help manage people and the difficulties they confront at work. Ensuring that your employees are up to speed on these procedures can ensure that everyone is informed of their rights and obligations, as well as eliminate any unnecessary confusion during difficult times.

For example, following the epidemic in 2019, many firms have begun to implement flexible office hours, allowing employees to work a set number of days from home. This may not have been an option for some firms before to the epidemic and would not have been part of their HR policies. This is a prime example of an HR policy that has gotten out of date and is no longer in sync with the evolution of the company culture. Staff members may be able to misuse ambiguous policies regarding working from home if these policies are not reviewed.

Furthermore, the number of persons suffering from mental health disorders has increased dramatically, and this is becoming increasingly apparent to businesses. As a result, firms must address their HR policies addressing employee well-being and termination. Some firms may not have properly addressed this matter within their HR policies and procedures, whether it's regulating employees' mental health while they're working or organizing their retirement due to mental health.

2. Company's HR policies.

Choose Starbucks, a large company and dominant position in a variety of commodities. Starbucks is a coffee manufacturer and coffeehouse chain based in the United States. Starbucks was started in 1971 in Seattle, Washington. As of 2018, the corporation had 28,218 sites around the world. Starbucks locations serve cold and hot drinks, whole-bean coffee, micro-ground black coffee, latte, caffè macchiato, teas including Chai tea products, Evolution Fresh juices, Caramel macchiato beverages, La Boulange pastries, and snacks, including items like chips and crackers; some offerings (such as their annual fall launch of the Pumpkin Spice Latte) are seasonal or store-specific. Many stores sell pre-packaged meals, hot and cold sandwiches, and drinkware such as mugs and tumblers; certain "Starbucks Evenings" locations also sell beer, wine, and snacks. Grocery stores also sell Starbucks-branded coffee, ice cream, and bottled cold coffee drinks.

Starbucks Corporation uses its human resources policies and procedures as a technique to achieve a competitive advantage and promote the company's overall performance and globalization initiatives (Blesch, 2013). Starbucks has worked to strengthen its human resources operations so that staff have stronger relationships with their supervisors and a sense of

belonging to the firm as a whole. Starbucks has received acclaim and recognition for being a leader in providing part-time employees with the same perks as full-time staff. These advantages include medical, dentistry, and optical coverage (Obloga, 2011). Starbucks' human resource policy is influenced by affinity, achievement, and power as motivators for their employees. The first aspect is affiliation, which emphasizes good relationships among employees by providing healthy working circumstances and encouraging them to give their all for Samsung. The second aspect is achievement; here, employees are motivated to perform well and are rewarded and recognized for their efforts. This encourages people to work hard and provide positive outcomes for the organization. The third aspect is power, which suggests that employees are promoted to higher levels depending on their performance and thus empowered.

However, in the age of globalization, Starbucks must compete with corporations from developed countries that have better HR management strategies. For example, in the higher category of coffee, it must compete with Costa Coffee, a brand known for best practices in HR policy. This could lead to employee turnover at Starbucks. Similarly, their activities are diverse and have different personnel in different nations; hence, implementing a single standard HR strategy across the globe may be troublesome for employees whose expectations differ at different organizations. Although employee development plans are in place as a result of rapid growth and structural change, the process appears to be taking longer. As the number of consumers has grown, customer service procedures have become stagnant. Starbucks still uses the traditional employee evaluation system, which must be altered based on performance.

3. Propose new HR policies

A. Employee Retention Strategies

Employee retention refers to a company's capacity to keep its personnel and reduce employee turnover, which occurs when individuals leave their positions for other reasons or opportunities. Increasing employee retention has a direct impact on business success since having more or the proper number of people makes it easier to meet corporate objectives (Needle, 2022).

Improving employee retention entails lowering staff turnover and accomplishing broader corporate objectives that contribute to success. Hiring the right staff is usually the first step, followed by the other tactics listed below.

1. Employ comprehensive employment practices: Hiring the appropriate personnel is generally the first step in retaining employees. And having a recruitment strategy that ensures the organization hires the right individuals is the greatest method to hire the right people.

2. Strive to build supportive work environments: Employees must work in places where they feel supported, which is critical to employee retention. As a result, seek to create an environment in which people may thrive and perform to the best of their ability. Some of the most effective ways to accomplish this are to provide proper on-the-job training, to practice effective and clear communication, and to offer rewards and bonuses.

3. Provide adequate training and development: Training and development are critical components of employee retention.

4. Constantly communicate: Communication is an essential component of employee retention. People are more likely to feel prepared for their employment and to ask questions if they are unclear when they understand what is expected of them and there are open lines of communication.

5. Provide benefits and incentives: Benefits and perks are important components of employee retention. Offering them demonstrates to employees that the company is genuinely concerned about their well-being and can provide them with a sense of security in their lives. For example, perks such as health insurance ensure that employees may obtain adequate care if they become ill.

6. Develop career development plans: Working with employees to offer a route for professional development at work is an excellent method to boost employee retention. It provides people with a goal and can be a strong motivator.

7. Show employees how their work affects consumers.: Showing employees how their actions impact customers is a terrific method to help them see that their job matters something. This might include emphasizing client success stories or case studies in which staff can see the results of their labor and how a client has succeeded as a result of their efforts.

8. Promote proper work-life balance: Employees who believe they are expected to be in work mode 24 hours a day, seven days a week will be pressured and may experience feelings of burnout. They may also decide to look for work elsewhere, knowing that it is encouraged to live outside of work. Instead, promote work-life balance and establish boundaries. Promoting this balance may also encourage employees to take time off as needed or to take breaks during the workday.

9. Always stress teamwork: Because people rarely work in silos, you should encourage staff to collaborate as a group. As a result, employees believe they are not working autonomously to meet the needs of the organization.

10. Establish an inclusive workplace: An inclusive and diverse environment is crucial for employee retention since employees who feel safe and respected are more likely to stay with your organization. This means that it is critical to promote diversity, inclusion, and participation at work so that all employees feel recognized, observed, and cared for by your company.

B. customer service practices

Customers demand not only outstanding but also constant service. Here is a list of the seven most critical customer service best practices for any organization to enable the company give this level of support:

1. Hire and treat the right people The agents, on the other hand, are the brand's diplomats. Through them, the company establishes and maintains relationships with the customers who keep it in business. This is a critical role that should not be given to just anyone. Take the extra time while hiring to ensure that the service agents hired are qualified for the job. By giving competitive compensation and desirable benefits, as well as a clearly defined path to advancement. Make the job more enjoyable by using incentives and gamification. If the organization hires and keeps excellent service agents, it will provide exceptional customer service. Hire the Right People and Take Care of Them

2. Manage Customer Expectations Correctly

Customers demand the world, but giving them the world may not be the best strategy because what happens when a company makes promises that it cannot keep? Instead, inform clients exactly what to anticipate from your organization and strive to surpass those expectations. Customers realize that the company is willing to go the extra mile, and the company won't have to deal with the fallout from broken promises.

3. Emphasize First Impression

In business, there is no such thing as a second chance to make a good first impression. As customers have become more connected, this has become even more true. If a client has a bad experience, they can easily switch to another company - typically with just a few clicks of the touch screen. When new consumers are introduced, provide your agents with the resources and incentives they need to impress them. A consumer relationship that begins strong is much more likely to last. Pay Attention to First Impression

4. Constant Data Collection

The best kind of help is informed help. Agents can obtain crucial customer information simply by asking the correct questions as they interact with clients. This facilitates the establishment of a healthy communication between the firm and its clients, as well as the possibility for the company to receive and apply relevant feedback. Furthermore, as client needs change, the appropriate questions will assist the organization in better adapting to serve them. Similarly, implementing a CRM for data collection and analysis can assist the organization in providing a personalized customer experience to each client. Constant Data Collection

5. Make It Your Own

CRM technologies may greatly assist organizations in personalizing their consumer interactions. CRMs enable agents to track each client's preferences and histories, as well as access and collaborate on that data from numerous devices, in addition to acquiring and analyzing data. This enables firms to transform traditional "customer service" into a personalized client journey. Customize It

6. Where Are The Customers?

Today's clients have multiple ways to contact the firm, and the company must be present on all of them. An omnichannel customer service center will demonstrate to your clients that you care enough not to dictate how they connect through traditional telephone, mobile devices, social media, live web chat, online forums, and beyond. Reliable CRM can also aid with this approach by making the same data available across all channels. Be Present Where The Customers Are

7. Maintain Your Concentration

Clearly outline your company's customer service requirements. Maintain client communication and involvement throughout the customer journey. Give the company's agents the tools and assistance they need to offer excellent service, and reward them when they do. After all, your customers are the lifeblood of your company, and focusing on them is the greatest approach.

C. Interoffice Communication

To exchange information and ideas, the company may employ email, instant messaging, texting, and an office intranet. We utilize Google Hangouts to enable our staff connect with one another swiftly and easily. This works great for swiftly resolving simple questions or issues. Technology allows for greater speed. Communication tools can be used to report information to the rest of the firm as soon as a question or concern occurs. Fast messaging guarantees that the entire company is working together and that no obsolete resources are being used. It is critical that the information is consistent regardless of the channel used.

D. Create/Revise Employee Performance Appraisals.

Establishing and communicating more effectively throughout the performance review process is crucial. Communication is essential in performance evaluations. It should be well reflected in the final steps, including paper distribution. The final phase in performance reviews is the employee appraisal revision letter.

By this point, HR had received all of the managers' suggestions; HR had worked with management on the adjustment % and finalized everyone's numbers. This must now be communicated to the people. This letter would typically have the following items:

- Welcome/introductory note for the letter

- Designation-related information

- Congratulatory remark if there is a promotion

- A warning about salary revisions

- Increase in percentage terms

- Any base corrections

- Any additional message

- The final message

- If you have a non-performer set performance boost targets, make sure to explicitly define them, as well as the dates.

While the elements listed above can vary, they will vary from person to person. A revision letter for a star performer, for example, would be different from one for an average performer or non-performer.

HR must take care to ensure that the message is effectively communicated and received positively by all segments. They must carefully compose the letters and distribute them to the staff. This will take time. HR must devote the time necessary to complete this duty correctly. However, it is a vital component in the whole appraisal process.

Best practices include:

- Ensure that the message conveyed in the letter is both positive and objective.
- Clearly state the pay modifications and percentage increases, as well as the final figure.
- If there is a promotion, give some little token presents, such as chocolates. It does not have to be pricey to convey a message of congratulations.
- Make certain that the employee agrees on the numbers. Return their signature to the copy.

3. Job Listing

a. Secretary:

There is an immediate need for a secretary at Starbucks UAE's VP Operations office. The job criteria are as follows:

- He or she should be in charge of developing and implementing marketing strategy to promote products.

- He or she should have outstanding communication skills because he or she will be dealing with consumers and clients.
- The role include planning meetings and providing service by collecting key points.
- The work entails keeping a diary or database of all meetings and engagements.
- The position entails interacting with companies and clients from outside the organization.
- Other work that is not stated above may be provided as needed.

The monthly remuneration for the work is Rs 30000, with allowances as per corporate policy.

Interested people should apply on the company's website by April 30, 2021.

b. Marketer:

There is an immediate need for a marketer in Starbucks UAE's Sales office. The job criteria are as follows:

There is an immediate need for a marketer in Starbucks UAE's Sales office. The job criteria are as follows:

- He or she should be in charge of developing and implementing a marketing strategy to promote products.
- He or she should have outstanding communication skills because they will deal with consumers and clients.
- The position necessitates adhering to Starbucks rules.

- The candidate should be familiar with Tally software and SAP ERP.
- The position entails interacting with companies and clients from outside the organization.

The monthly remuneration for the work is Rs. 50000, with allowances as per corporate policy.

Interested people should apply on the company's website by April 30, 2021.

C. Operations Manager:

Starbucks UAE has an immediate need for an operations manager. The job criteria are as follows:

- He or she should be in charge of developing the unit's production plan.
- He or she should be in charge of raw material planning and order fulfillment from the unit.
- He/she should collaborate with the Marketing and Sales departments.
- The candidate should be in charge of evaluating the personnel who report to him.
- The candidate will be required to attend meetings and may be required to visit a customer if necessary.

The monthly remuneration for the work is Rs. 70000, with allowances as per corporate policy.

Interested people should apply on the company's website by April 30, 2021.

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

Employers who take a personal approach to health and wellbeing are recognizing the benefits of assisting their employees with physical and mental health concerns - not only is this a way to enhance productivity, but it also demonstrates that you care as an employer. It ultimately aids in the development of a positive employer image.

Fortunately, it may be simpler than you think to improve employee health and well-being. There are numerous ways to assist your employees' health and well-being, ranging from fitness-boosting Cycle2Work programs to more extensive physical and mental healthcare initiatives.

While HSE records show a downward trend in the number of days off due to "self-reported work-related illness or injury" over the last seven years, the number of working days lost remains high.

Statistics on non-work-related illnesses — ailments that arise independently of the workplace — are documented less frequently because there is no institution dedicated to monitoring them, such as the HSE. Various studies have attempted to quantify the impact; in 2015, one poll found that adults in the UK took an average of 1.85 days off per year, with the highest rates being among those aged 16-34 (2.68 days off) and social workers (4.65 days off).

Another study discovered somewhat different figures: 6.5 days per employee in 2014, or 2.8% of their working time. Whichever of these figures is correct (and the HSE's will almost definitely be), this is a lot of missed days.

And it's not just colds, stomach bugs, and migraines that keep people away from work; according to HSE statistics for 2015/16, stress, depression, and anxiety account for 45% of all working

days lost due to illness, with musculoskeletal diseases like back and neck discomfort also playing a role.

It's not just absences that generate issues. Various surveys have revealed that between 30% and 66% of employees will come to work when sick, which can have the same impact as absenteeism - and in some cases even more - because sick employees come to work and either pass on a sickness or take longer to recuperate rather than taking a day off.

Employees in good health might be significantly more productive and perform better than those in poor health, according to research. Employees that are ill are less driven, less adaptable to change, and generally less involved with the company. To summarize, a fit staff equals a happier, more productive workplace.

It's obvious sense that an employee who is gone from work is less productive than one who is there, but the result is that the remaining staff must cover the function. This can include additional training or just decreased productivity across two tasks as one staff member juggles them both - potentially increasing stress for the person covering, which is another key source of lost productivity and motivation at work.

This leads to another issue that has a negative influence on productivity: presenteeism. This is when employees come to work despite being too ill to perform their duties to the best of their abilities - something that many employers encourage, or at the very least tolerate.

A sick worker will not only be distracted from their job due to physical or emotional symptoms, but they may also spread bodily ailments to others. Coughs, colds, and flu account for nearly a quarter (20%) of all working days missed due to illness each year. These are infections that can

spread around the office, impacting everyone, typically over the period of many weeks, rather than one individual who could have taken a day or two off to recover.

Employer's Legal Obligation To Their Employees' Wellbeing

Training

Training that helps employees to carry out their tasks safely, avoiding work-related accidents and illnesses, is an important aspect of guaranteeing employee well-being.

The Health and Safety at Work etc. Act of 1974 requires employers to "offer whatever information, teaching, training, and supervision as is reasonably reasonable to safeguard your employees' health and safety at work."

Work-related injury has already been highlighted briefly as a primary cause of absence from work - and while the number of workplace injuries is decreasing, thousands are still hurt each year.

Of course, all businesses have legal responsibility to ensure that the treatment of their employees complies with health and safety standards. If you are responsible for your employees' well-being, regardless of the size of your firm, you must obey the laws governing employee health and well-being.

Working Hours

There are several standards governing how long employees should work without taking a break and how much time should elapse between workdays. Breaks are essential for lowering fatigue

and exhaustion, which are symptoms of a decline in mental or physical function that can lead to a variety of other dangers.

Display Screen Equipment

Workplace computer use is increasing, with around 60% of the UK workforce utilizing computers with internet access at work. Excessive computer use - without enough breaks or while using equipment that is not properly set up and maintained - has been related to a variety of ailments, including:

- Musculoskeletal disorders, such as limb problems and backache, caused primarily by poor posture or unsupportive furniture
- Repetitive stress injury (RSI) is produced by repeatedly performing the same tasks (mouse and keyboard use).
- Screen usage and light levels cause vision issues, eye strain, and headaches.

Employers must guarantee that all employees are provided with display screen equipment optimized for safe usage, not just because it is the legislation under the Health and Safety (Screen Equipment) Regulations 1992. Any computer or display screen, including laptops and touch displays, is considered display screen equipment (DSE).

Leave Allowances

As stated previously, some individuals (as many as 13%) avoid taking time off work for physical and mental ailments out of fear of losing their jobs; nonetheless, businesses must grant employees time off without the threat of job loss.

The government advises employers that they should only dismiss an employee who has been absent due to long-term sickness (more than four weeks) as a last resort and that they should first consider ways for an employee to return to work in a different role, on a part-time or flexible basis, and discuss this with them.

If the employee believes their dismissal due to illness was unfair, they have the right to go to an employment tribunal.

By law, organizations must provide sick leave to their employees who seek it. Employers are not required to provide full or even any sick pay, but Statutory Unwell Pay (SSP) must be provided if employees are sick for more than four days in a row and must be paid for up to 28 weeks if necessary. Employers cannot compel employees to use yearly leave instead of sick leave.

Starbucks has ISO certification and has adopted OHSAS (Occupational Health and Safety Assessment) rules for employee safety. To improve it, the following steps must be taken:

- The premises should be inspected and audited regularly inside and outside.
- The nonconformance must have been met, and knowledge sharing with staff is required.
- The identified hazards should be corrected, and if this takes time, they should be guarded.
- The emission standards should have been met, and electronic waste should have been disposed of in accordance with the standards.

- All occurrences should be documented and countermeasures implemented.
- Employee and stakeholder health checkup camps will be held on a regular basis.
- Compensation for any occurrence must be paid out quickly.
- The finest safety and health measures must be graphically displayed in numerous locations.
- Mandatory safety training should be provided, and training requirements should be addressed.

Conclusion

HR policies and procedures are essential to the development of an organization's HR strategy, which may evolve over time due to new technologies, new personnel, and even new business segments. Moreover, HR standards govern the management of personnel at various levels. The initial policies that were established may no longer be applicable due to changes in regulations or economic conditions.

Choose Starbucks, a multinational corporation with a commanding position in a number of product categories. Starbucks is an American-based coffee maker and coffeehouse chain. In 1971, Starbucks was founded in Seattle, Washington. As of 2018, the firm had 28,218 global locations.

As employee motivators, Starbucks's human resource policy is impacted by affinity, accomplishment, and authority. The first pillar is affiliation, which promotes positive relationships among staff by providing favorable working conditions and motivating them to give Samsung their all. The second part is achievement, in which employees are motivated to

perform well and rewarded for their efforts. This motivates individuals to work diligently and produce excellent results for the organization. The third factor is power, which implies that individuals are advanced to higher positions based on their achievements and are so empowered.

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