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COVER PAGE AND DECLARATION

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Introduction

Managing Human Resource Capital is one of the most vital and very important elements in any organisation, as the most valuable resource is the employee, and by studying how to manage human capital, we can manage the recruitment cycle very perfectly, allowing us to hire people of a good caliber who deserve the position. As the arm of the organisation, recruiting experienced and talented employees performs a very delicate role. Managing Human Capital is particularly important because it is responsible for hiring employees, making them feel content and comfortable, training employees to achieve company objectives, and retaining employees. Human capital management may increase worker productivity and assist HR managers in hiring, engaging, and retaining personnel. In an integrated HCM solution, where HR services are consolidated, you may also be able to minimize costly redundancies and synchronize data into a trusted source of decision-making. Lastly, we can claim that it is the most reputable department in any organisation that aspires to be successes.

- 1. choose a company and critique the company's HR policies**

NIKE

It is an American multinational firm that designs and manufactures Sports Apparel, Accessories, and Sport Equipment since it was created in 1964. After seven years, this organisation changed its name to Nike. Nike products are now well-known all over the world.

The term "ecosystem" refers to a group of people who work in the construction industry.

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Nike's mission is to "improve the human condition."

Nike wants its products to be long-lasting and robust in order to accomplish its mission of "doing everything by inventing and innovating the best and most motivate sport equipment's for increasing and optimizing human potential." The worldwide Nike staff approaches their work with a positive attitude in order to have a good impact on as many people as possible. The long-term goal of Nike's working plan is to boost people's desire to participate in sports and to be active with products satisfaction in all areas.

Nike's Vision

"To remain connected and distinctive brand"

Nike aspires to remain the genuine, authentic brand that is connected to the customers and can be quickly distinguished from other brands. "Just Do It" is the phrase that represents Nike's overarching mission, which is to empower each and every one of its customers to achieve their full potential.

Objectives of Nike

- Nike's objective is to generate a profit for the shareholder. In addition, Nike wants to strengthen its market position and provide high-quality product.
- Nike aspires to contribute to the expansion of people's regular workout routines.
- In recent years, Nike has made it a priority to reduce its environmental footprint and create a workplace that is entirely environmentally friendly.

The request for feedback that SHRM Online made to Nike regarding their most recent goals to improve diversity and inclusiveness has not received a response from the company.

Human resource employee management is an organizational function that deals with managing the manpower that is comprised of employees of an organisation. HRM is

responsible for everything from the day an employee joins the organisation to the day they leave. The term "ecosystem" refers to a group of people who work in the construction industry. Beginning with the interview and ending with the firing or retiring of an employee, HRM begins its work.

Human Resources Management Concepts

An organisation, business, or society can only function with the help of its Human Resources, which are the individuals who make up its workforce. To get the job done, management entails regulating and directing individuals. Now, managing human resources implies managing the people who are getting the work done, which includes hiring people, developing their talents, training them, looking out for their welfare, and making sure that their work standards are all met.

Human Resources Polices Scope

Every facet of managing employees is covered by HRM, which has a broad scope as the below:

Personal Aspects

Personal Aspects is where they are in charge of personnel planning, which includes recruitment, selection, training, staffing, development, promotion, and remuneration, among other things.

Welfare Aspect

HRM focuses on the individual's relaxation, lunch, lodging, transportation, health insurance, safety, and other aspects of their working environment and personal care.

Issues with employee treatment at Nike

Nevertheless, you should also restrict the amount of time that they are permitted to take off of work and force them to work overtime on multiple occasions during the week. In addition, the hourly income might be as low as thirteen cents or as high as twenty cents per hour, which adds up to a total of approximately two dollars per day. This is the lowest wage that a person can receive while still being able to meet their basic physical needs. Above all, it is beneficial to gain some valuable lessons from Nike cases as well as its remedies to the sweatshop issue.

Nike was the first sporting goods manufacturer to be created as a result of these incentives. Above all else, it is anticipated that with the economic growth of developing countries, the restrictions of manufacturing outsourcing will be further shown on the increase of operating

costs. This means that multinational companies like Nike will need to take into account such a dilemma on their deficit margin while also adopting suitable alternates in order to achieve their transformation plan over the long term.

Unintegrated retail departments and misaligned incentives

In the past ten years, it has been increasingly common for businesses to establish what is known as a "Corporate Social Responsibility" (CSR) department, which is a component of HRM. Nonetheless, it is predicted that every department within an organisation was likely to misunderstand the meaning of mutual messages in the process of information transition if there was no integrated department coordinating conflicting signals. In practice, misunderstandings across departments had led to a group of misaligned rewards to suppliers. The queries that suppliers may receive from the purchasing department may differ in the following fundamental ways:

- CSR Department: "Could you minimize overtime to the legal limits?"
- Could you change this right away?" asked the Design Department.
- Purchasing Department: "Can you please produce this by the coming week?"

A reform on the union of production departments should be implemented by Nike for improving and developing in the future. Due to misunderstood messages, suppliers were compelled to hasten the production of items, which further broke down the employee working on overtime and health.

Hard Model

Employees in this HRM model are under a lot of stress. It is work-oriented, and there is both an instrumental and performance management approach to managing various individuals.

When it comes to hard HRM, the focus is entirely on the tasks at hand; there is little consideration for the employees, and there is very little employee dedication.

The Hard HRM model places a strong emphasis on Performance Management, and its primary objective is to facilitate the accomplishment of organizational objectives. The cost is under control. In this method of hiring and firing, employee turnover is not particularly relevant.

2. Human Resources Policies

A. Retention of Employees

Nike's performance depends heavily on employee retention. The Nike compensation system comprises health insurance, accident insurance, disability insurance, and other benefits for all of its employees. Employee stock purchases can be included in a retirement savings plan for Nike employees.

Key motivational advantages provided to Nike employee by HRM of Nike are paid vacations, discounts on product, discounts on exercise, discounts on transportation, and tuition assistance.

Establishment of a relationship between Nike and its employees.

This link between them boosts the understanding and communication, both of which lead to improved work results. Relationships strengthen bonds and increase a sense of belonging in the employee, both of which influence them to perform better.

Human Resource Development

The employees are Nike's resources, and as such, they should be developed in accordance with the organization's goals.

Selection and hiring

One of the primary tasks of HRM is the recruitment and selection process. Being a global brand, Nike places a lot of emphasis on this process.

Work force planning

The work force planning function of HRM is crucial for the sustainability of Nike, which employs around 30,000 people. Employee turnover should be taken into account by HRM and efforts should be made to reduce it. The term "ecosystem" refers to a group of people who operate in the construction industry. Nike continuously improves using best practices. Nike assigns work and human capital worths to human assets, and as a result, Nike establishes essentials to carry out their centered technique. The best practices of Nike include ensuring employees' health and well-being, having self-managed teams and a positive work environment, and providing effective and beneficial training. Nike is making an investment in its employees. In 2012, Nike introduced a program called "NikeU," which is an online learning platform designed to educate and grow Nike employees in the areas of merchandising, retail, leadership, and management.

Lead, Coach, Drive, and Inspire were the four guiding principles of Nike, which sought to assist its employee in developing their abilities and being more effective at work. 80% of Nike employees have their own Nike accounts, and they log more than 32,500 web-based sessions per year. Nike is constantly working to improve its online platform by expanding the

number of languages it supports, bringing in translated courses, and tailoring their sessions to various function areas.

B. Other good customer service practices;

Because they are working with the products, employees of Nike are expected to be knowledgeable about the company's full range of goods and services. As it is said that employees who are working at the stores, also in the department of customer service, and also in the organization marketing departments at Nike should have a significant amount of information for promoting and increasing sales, this training is mandatory for these employees. Nike ought to engage in numerous forms of relationship. In terms of the product's life cycle, Nike, a multinational brand, is currently at the rationality level. At this point, the goal of relationship marketing is to keep the customer and win their loyalty. Conversely, Nike consistently released new products. The prelude phase of the product life cycle is when new products are naturally found. The term "ecosystem" refers to a group of people who work in the construction industry.

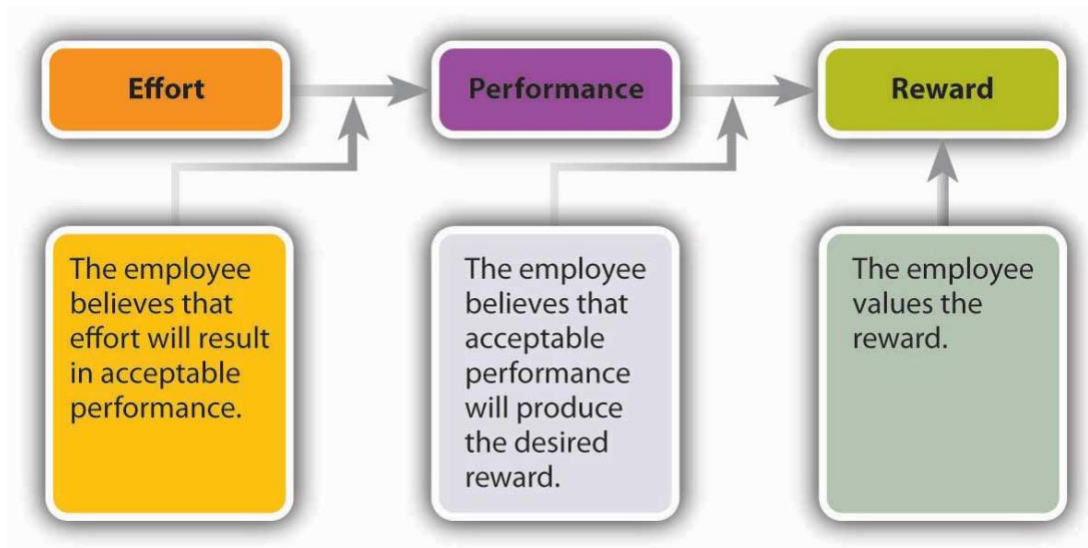
C. The function of HR for technology communication;

Nike successfully employs roughly 30,000 people. In interoffice HR, the most profitable resources are strategically and effectively managed. In Nike, the HRM role seeks to comprehend the company's goals and the impact of its workforce on those goals. They should be effective in increasing employees' abilities and knowledge, motivating these human resources, and minimizing the high employee turnover. The HRM role should be supportive and make a good relationship with the employees. Nike's HR planning enables it to achieve its objectives and keeps up with social, economic, and technology developments. It also enables Nike to comply with applicable laws while continuously enhancing employee capabilities.

- To deliver enterprise-level and lasting solutions, employees should be imaginative.
- Employees should have sustainability integrated into their DNA.
- After completing HR M training, Nike intended to train all of the employees.
- The employee training process is beneficial because it enables employees to refresh existing abilities and, more crucially, develop new competences and knowledge.
- Employees are primarily helped by training to develop the skills and information required for both personal and professional development.

D. Performance appraisals for employees

Employees are motivated to perform better via a reward system. Their job performance improves as a result.



When an employee sees that all their effort and extra miles will be beneficial to him as well as the organisation, not only will the organisation gain profit, but the employee will also improve his performance. This is because every human being is capable of working harder and performing better than the next person. When performance is enhanced, it will result in better work, more productivity, and increased profit; all of these benefits are obtained by the organisation from the employees, and to reward the employee, the company will organize activities. The reward will motivate the employee and other employees who observe the process to work harder and perform better.

Nike Reward System.

Nike cares primarily about its employees' retirement and provides them with a stock option program as part of their commitment to the company. All Nike employees receive a 15% discount off the current market price for Nike stock. The stock plan is beneficial for them because it will allow them to participate in Nike's expansion at no additional expense. In addition, Nike provides its employees with a health savings account, which is not technically considered a profit-sharing program but can be quite beneficial after retirement.

According to Nike's website, Mark Parker remarked, "We will retain concentration, driving with 1:1 as our target for both every year."

And the HR manager at Nike maintains equity among all employees, no matter where they are located in the world. Neither men nor women, nor the color of their skin, matters.

"Nike provides Equity to the Employees," this was a fresh headline, and as a result, Nike began a program in which the individual or group of individuals who are directly responsible for generating additional profit for the organisation will receive equity of the amount of profit made.

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

Job analysis outlines the nature of the work, the skills and qualifications that are necessary for doing a job, as well as the experience period and the kind of experience employee must have in order to be considered a suitable candidate.

The term "job design" specifies the tasks to be performed in that position and relates to the duties and responsibilities the individual must carry out.

Job design and analysis guarantee the right individual is assigned to the job. Their role is in the preliminary stages of hiring a person. This comprises the recruitment and selection process, job evaluation, job design, choosing salary and benefits packages, job evaluation, assessing training and development needs, and evaluating the performance and contributions for attaining organizational goals. The responsibilities and criteria are outlined in further detail in the Job Analysis. is a method for locating and determining particular.

Job Description

The report process processes and functions are also described in full, along with the level of authority. Following a job analysis, a job description is planned. The responsibilities of the position are described after learning about its knowledge and abilities. Because Nike is a multinational corporation, it has numerous branches, and each branch's HR managers are responsible for recruiting suitable candidates for the organisation.

A. The secretary Job

Design: secretary

When we hire someone to fill the open job of secretary, we should perform the following:

Requirements

- High level of multi-tasking and time management capability.
- Honesty and professionalism.
- Proficiency with Microsoft Office.

The Secretary Specification

A person specification is needed to determine the precise skills/attributes, qualifications, and experiences needed in the ideal applicant for the open position.

The Secretary Responsibilities:

- Making the daily agenda
- Disseminating correspondence, forms and memos

The Secretary Salary

\$3,000 to \$5,000 Depends on the candidate experience.

Job Advertisement

We are searching for a secretary who has at least two years of experience and has a bachelor's degree in human relations or an area that is closely similar to this one. He have to be capable to do and work well with others and possess good communication abilities.

Many job applications were received after the job position was posted. Many individuals were chosen after a screening process. One of the candidates will be called for the interview process after the screening process has been completed

Following the candidate's interview, based on her profile, she was found to be a good fit for the position of secretary. She possessed the necessary abilities, capabilities, and qualifications to perform the job successfully. The candidate also provided evidence of her prior work, which was found to be appealing. As a direct consequence of this, the job will be extended to her the next day in the form of the job offer letter that may be found below.

B. Marketer Job

Marketer Job Description

In order to sell a company's products, services, or overall brand identity, a Marketer, or Marketing Professional, collaborates with other marketing personnel to produce original marketing concepts. Their duties include doing out market research to determine target

customer demographics or examining prior successful marketing efforts, working as a team to meet deadlines, and adjusting marketing strategies to increase consumer engagement.

Marketer Responsibilities

To plan, execute, and monitor a successful marketing campaign, a Marketer collaborates with other members of a Sales or Marketing team. Their duties and responsibilities frequently include:

- Planning promotional marketing campaigns in collaboration with members of the sales, marketing, advertising, product design, and product development team.
- Creating editorial and content creation schedules for various media platforms and outlets.
- Helping with the design, negotiation, and placement of billboards, traditional media commercials on TV and radio, social media ads, and email blasts.
- Producing a brand style guide that accurately reflects the client's or company's mission and voice.
- Assisting team leaders in setting, allocating, and monitoring each project's budget.
- Meetings with clients to go over brand guidelines, objectives, budget, and schedules.
- Understanding what worked, what didn't, and what can be improved by studying previous successful campaigns.
- Analyzing the development and success of a campaign and, if necessary, offering suggestions for new campaigns.

Marketer Experience

Entry-level marketers may have experience via internships or other marketing roles, such as Marketing Assistant. Additional appropriate entry-level experience in customer service, retail, or a field linked to the products or businesses being sold is also acceptable. A few years of experience in sales, promotion, marketing, advertising, or public relations are typical for experienced marketers. Individuals with more than five years of experience may be ready to take on more difficult duties or leadership responsibilities.

Marketer Salary

The typical hourly wage for a marketer is \$14.10. The pay scale may be affected by factors such as education, experience, and geography.

C. Operations Manager Job

Knowledge of operations, management, and leadership. Understanding of general finance and cash flow, including profit and loss, balance sheet, and budgeting cash flow management.

The term "ecosystem" refers to a group of people who work in the construction industry as an operations Manager. In terms of cost effectiveness, they satisfy consumer expectations while maximizing processes and procedures.

Requirements for Operations Manager:

The most crucial component of an operations manager's job is their roles and responsibilities. The job description for an operations manager in most organizations lists the roles and responsibilities of the position. Following are some of an operations manager's most important roles and responsibilities.

- Bachelor's degree in Operations Management or a similar profession.
- Proven experience in operations management, and leadership management.
- Knowledge of general finance and budgeting, including profit and loss, balance sheet, and cash flow management.

The Responsibilities of the Operations Manager

- Putting on activities to boost employee motivation and engagement.
- Calculating the cost benefit ratio by analyzing the data.
- Tracing quality control issues back to their source in the company's supplier chain.
- Creating and keeping track of employee schedules.
- Creating programs for employee growth.
- Setting goals and objectives to boost productivity and effectiveness.
- Keeping an eye on both the departmental and business-wide budgets.
- By neglecting work flow and procedure, establishing company guidelines and implementing rapid modifications.
- Addressing resource disagreements between departments
- Assessing the company's resource management and seeking strategies to increase employee productivity.
- Tools to automate repetitious processes are being developed.
- Monitoring on-site projects and field operations.
- Addressing issues with inventory management.
- Constructing solutions that improve logistics

The Operation Manager Salary:

6000 to 9000\$ based on his or her level of expertise.

4. Create a guide for the company's health, safety, and welfare.

Employees and other workers have a variety of rights; it is important for them to be aware of those rights, and they also have the ability to be heard if those rights are violated. Every employee has the option to select either a fellow employee or a union representative to defend their interests. These union representatives are typically workplace representatives. Trade unions are always willing to assist the employees; nevertheless, there are specific circumstances in which trade unions should be informed about:

- Collective redundancies
- To establish a joint consultation group expressly for this purpose,
- To transfers of business ownership problems including health and safety
- Welfare Aspect here HRM is concerned with working conditions, the working environment, and personal care for the individuals, which will include their daily break, their lunch, their staying place, the employees transportation, the medical insurance and the safety, and a variety of other concerns.
- Every employee's safety and health are of the utmost importance, and there are numerous laws in favor of employee health while every company ensures the safety of the workplace. Nike provides insurance, takes good care of its employees' health, and encourages them to maintain a healthy lifestyle.

Conclusion

I presented a scenario about the company Nike in this report and discussed the role of the human resources manager in relation to work and workers, as well as the practices that the company Nike engages in towards workers in all of its branches, regardless of whether these practices are positive or negative. In addition to this, it addressed the working conditions of employees in terms of security, safety, remuneration, employee retention, and not replacing them. While publicizing job openings at Nike, the HR manager also provided an explanation of the work of the HR manager, including a definition of job descriptions, salary levels, requirements, reports, and other information, as well as recruitment techniques.

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