



EUROPEAN
INTERNATIONAL
UNIVERSITY



COVER PAGE AND DECLARATION

	Master of Business Administration (M.B.A.)
Specialization:	Marketing & Sales Management
Affiliated Center:	CEO Business School
Module Code & Module Title	MGT530: HUMAN CAPITAL MANAGEMENT
Student's Full Name:	Omar Muhsen Alshashaa
Student ID:	EIU2020892
Word Count:	3994
Date of Submission:	05/03/2023

I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.

E-SIGNATURE: _____

DATE: 05/03/2022

EIU Paris City Campus

Address: 59 Rue Lamarck, 75018 Paris, France | Tel: +33144857317 | Mobile/WhatsApp: +33607591197 | Email: paris@eiu.c

EIU Corporate Strategy & Operations Headquarter

Address: 12th Fl. Amarin Tower, 496-502 Ploenchit Rd., Bangkok 10330, Thailand | Tel: +66(2)256923 & +66(2)2569908 |

Mobile/WhatsApp : +33607591197 | Email: info@eiu.ac

Table of Contents

Introduction	3
1. using relevant industry information, choose a company and critique the company’s HR policies 4	
2. The New Human Resources Policies Proposal:	7
A. The Employees Retention	7
B. The Effective Customer Service Practices	9
C. The Technology Implementation to Improve the Communication;	10
D. The Employee Performance Appraisals	11
3. Create Job Listing for The Following Position	13
A. Secretary	13
B. Marketer	14
C. Operations Manager	16
4. The health, safety and wellbeing guide:	18
Conclusion	21
References	22

Introduction

An organisation's human resources department, which is also its most important section, is one of the most important aspects in helping it achieve its objectives. Human Resources assists the organisation in achieving its objectives by understanding how it affects performance. Employees are the practical structures that let the organisation determine its salary by competing with other firms in the same industry or organisations with properly skilled employees. Human resources are an organisation's workforce management system. The performance gap between employees and organisational objectives can be closed via human resource management. This component uses human resources to achieve greater corporate performance. Human resources provide structure and manage all employees' needs from start to end.

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

Mission and Vision

The company's global success is based on its ability to achieve its corporate mission and vision statements. The corporate mission statement explains the company's overarching approach for attaining its strategic vision and mission. In this sense, Microsoft's corporate mission highlights the company's ambitions for enhancing customer success. The vision statement guides computer business technology towards a desirable future state. Microsoft's corporate vision now includes the company's capabilities for both individual and institutional clients. The corporate mission and vision statements are intertwined. This congruence is essential for making the best strategic decisions, especially when facing the competitive threat provided by global firms like Apple, Amazon, Google, and IBM. In light of Porter's Five Forces study, which demonstrates the enormous force of competitive rivalry involving various firms, Microsoft Corporation implements its corporate mission statements and vision statements to strengthen its competitive advantages.

Microsoft Mission

To empower every person and every organization on the planet to achieve more.

Via the company's information technology goods and services, this mission statement demonstrates how the business is committed to empowering individuals and groups. The corporate mission statement of Microsoft includes the following elements:

- Value Proposition: The ability to accomplish more
- Target Market: The whole global market

Microsoft Vision

To help people and businesses throughout the world to reach their full potential.

This vision statement demonstrates how the corporation positions its computer products as resources for the growth of individuals and business groups. The following elements make up Microsoft's corporate vision statement:

- Value Proposition: To assist in the realization of their full potential
- Target market: Global population and business

Microsoft Objectives:

The business and strategic objectives that characterize Microsoft's mission are known as organizational goals. Organizational goals are strategic targets that Microsoft wants to achieve over a period of time. This time frame is typically lengthy. In addition to influencing employee behavior, Microsoft's short-term business operations are also influenced by its aims.

- **Achievable**

Microsoft has established some achievable targets. This implies that Microsoft should have the resources and finances required to achieve its long-term objectives. In order to accomplish these organizational objectives, Microsoft needs also have the necessary strategic leadership.

- **Time-frame defined**

Even for the long term, Microsoft has a deadline for every goal they establish. To guarantee that the company achieves its objectives in an effective and efficient manner, this is crucial. an attached time frame for the goals set for the long-term future also helps in establishing a related time frame for the more short-term organizational objectives.

- **Easy to understand**

All Microsoft employees should be able to quickly and readily grasp the objectives. This is crucial because only when employees are aware of the goals, their significance, and the urgency of achieving them will they be able to relate to them and work towards achieving them.

- **Easy to communicate**

Microsoft should make it simple to communicate its intentions. This means that the language used for goal-setting and goal-communication should be precise and clear. To provide them a clear direction in assisting the firm in achieving these goals, these objectives should be communicated to all administrative levels and all employees.

Microsoft Human Resources Management Practices

Microsoft's HRM practises have improved over time, but the company could stand to add a few additional HRM services.

Diagnostic Approach

The diagnostic approach recommends that a manager look at the makeup of the employees, as well as the external and internal factors that affect the company.

The diagnostic method requires managers to conduct the following four steps:

- Diagnosis: Managers often diagnose a work condition by monitoring and identifying crucial components.
- Prescription: A plan of action is then prescribed to put the diagnosis into effect.
- Implementation comes before Evaluation, which is the evaluation is following phase.
- Evaluation informs managers of the need for improvement.

This method may be used by Microsoft to pinpoint the internal and external issues of the underperforming employee.

Positive Practices

- Microsoft spends some of the most on corporate social responsibility, which has earned them a good reputation.
- International operations for Microsoft have grown quickly.
- In order to ensure that their goods match worldwide standards, Microsoft employs some of the greatest quality control systems in the business.

- Despite several public relations disasters, Microsoft has always maintained a fairly positive brand image.
- For a long time, Microsoft has dominated the operating system industry.

Negative Practices

- **Anti-Competitive Practices:** Microsoft has received some backlash for anti-competitive practises, such as exploiting its Monopoly Operating System Market position to control the market for Web Browser Software, Word Processors, etc.
- **Failed Phone Windows:** Microsoft Lumia was released in November 2011 and was first developed and sold by Nokia before being acquired by Microsoft Mobile. The Microsoft Windows Phone operating system, and subsequently the more recent Windows 10 Mobile operating system, are used by Lumia software on smart phones. The Windows Phone mobile operating system is now officially gone, according to Microsoft. Given how competitive iOS and Android are, it was a flop in the market

2. The New Human Resources Policies Proposal:

A. The Employees Retention

Candidates with in-demand talents won't have to wait long to find a new opportunity, even though the job market in some industries and localities favours employers. Despite the epidemic, several businesses continued to actively seek out new employees, and many others have stepped up their hiring efforts in recent months. If you fear losing your company's best and brightest employees, you should take immediate action to strengthen your employee retention strategies. These are some areas where intentional action may assist raise employees' job satisfaction and strengthen your capacity to retain valuable workers:

➤ Onboarding & Orientation

The new hire has to be prepared for success right away. The onboarding process should educate new employees not just about the job but also about the corporate culture and how they may contribute to and prosper in it. Don't scrimp on this crucial initial step. The training and support offered on day one, whether in person or virtually, may establish a basis for the employee's entire term at your company.

➤ **Mentorship programs**

Pairing a new employee with a mentor is a terrific addition to your extended onboarding process, particularly in a remote workplace environment. Mentors may be a sounding board, provide guidance, and welcome new employees to the firm. And it's a win-win situation: new team members learn the ropes from more experienced employees, and in exchange, they provide a fresh perspective to their mentors.

➤ **Employee compensation**

Employers must continually assess and alter salaries in order to pay their employees competitive compensation. Consider providing alternative types of compensation, like as bonuses, even if your company is unable to raise pay at the moment. Employees' happiness on the work might be increased by investing in their health care and retirement.

➤ **Communication**

The rise of hybrid and remote work has underscored the value of effective workplace communication. Whether they work on-site or remotely, your direct reports should always feel comfortable approaching you with their thoughts, queries, and worries. And as a leader, you need to make sure you're doing your part to encourage effective, timely, and positive communication throughout the whole team. Be sure to check in with your team members on a regular basis to gauge their workload and job satisfaction.

➤ **Training and development**

You may assist employees in identifying areas for professional development, such as the need to acquire new skills, as part of providing constant feedback on performance. With the rapid pace at which technology is altering the nature of work, it has never been more crucial to invest in your

staff's professional development. When business requirements change, workers upskill by acquiring new skills and competencies.

➤ **Effective change management**

In addition to the current upheaval caused by the pandemic, every workplace must deal with change, both positive and negative. And during these trying times, employees look to management for guidance and reassurance. Keeping your team informed will help calm nerves and control the rumour mill if your organisation is going through a significant change. Deliver significant announcements, either one at a time or in a group setting.

➤ **Recognition and rewards systems**

Everyone wants to feel valued for their hard work. And in today's "anywhere work force," an employer's appreciation may have a particularly great influence. If your direct reports consistently go above and above, it is imperative that you express your gratitude and share the positive impact that their efforts have on the organisation. Even if you have a small team or a little budget, you may still implement effective recognition programmes to incentivize exceptional ideas and innovation.

B. The Effective Customer Service Practices

Because digital technology, customers are more proactive. They do their own research, manage their own customer journey, and have a voice one that may be quite loud when they are displeased. Customers may complain on social media and other channels and connect with businesses and others. Best practices for customer service evolve as customer roles change. Customers who are used to immediate interaction with you or your agents will anticipate rapid resolutions. The best practices for modern customer service go beyond your support team. Customers want to be treated like people and bought from people, which the Internet has pounded home. As modern technology changes how customers and businesses connect, actual functioning buyer/business relationships are becoming a reality. Customers will still buy from a friend, it has been said, even if all other criteria are equal. Providing the best customer service possible in the era of digital communication is crucial to developing this level of familiarity with

the customers. Microsoft have to follow the following steps to ensure that they offer a perfect customer service:

- Recruit and retain top performers by providing them the best work environment as possible.
- Manage the customer expectation more accurately
- Pay attention for the first impressions of their customers
- Constantly collect data
- Personalize it all the time
- But themselves in the others side as the customer were.

C. The Technology Implementation to Improve the Communication;

The fax machine, personal computer, internet, and telephone all changed the way we communicate at work. Yet, communication technology hadn't changed where we conduct our work until lately. Over a quarter of American employees worked from home in 2019. This year, in response to a global pandemic that has made it dangerous to congregate, roughly half of U.S. firms have established remote work policies. This shift demonstrates how technology has changed workplace communication, making remote conversation as fruitful as in-person gatherings. The way for the remote office is being paved by new technologies that enable teams to work together and share information without physically being in the same space. These are a few of the communication technologies that have blazed a route towards telework and telecommuting, along with how they've impacted the flow of information at work.

So, the following can be followed by Microsoft to benefit from the new technology:

- With a global reach, video conferencing platforms replicate face-to-face communication.
- We can collaborate on documents remotely thanks to cloud-based collaboration
- Our group interactions are organized through channel-based messaging platforms.
- Online forms are used to gather large amounts of data from many sources.

D. The Employee Performance Appraisals

Name	
Job Title	
The Department	
Hiring Date	
Direct Manager	
Date	
The Current performance	
Objective One	
A summary of accomplishments in relation to the previously agreed-upon objectives should be included in this section, along with a discussion of the most important aspects of the task.	
Objective Two	
Objective Three	
Development summary:	
This section is intended to record any areas of the employee's work where more training and support is needed, as well as any areas where performance is good and may be developed quite	

far.	
<p>Development and training</p> <p>This part should list training or development requirements. These activities are not limited to training courses and may include attachments, courses, coaching, planned experience, or any other relevant activity that will improve the skills, knowledge, and behaviour necessary in the employee's work or to develop him.</p>	
<p>Career planning</p> <p>This part should note any areas of the sector or Business in which the employee has demonstrated a direct interest.</p>	
Outstanding performance	
Standard performance	
Less than standard performance with development needs	
Employee's Signature	
HR signature	
Direct Manager Signature:	

3. Create Job Listing for The Following Position

A. Secretary

Job Description

The secretary position is a professional who offers behind-the-scenes work for an office. Their jobs include organising files, producing paperwork, monitoring office supplies inventory and scheduling the office and online meetings.

➤ **Job Brief**

- As a secretary you will accept the job of clerical and administrative support in order to enhance workflow procedures in the office.
- By providing them with information planning and distribution support, you will help colleagues and executives.
- As essential member of the company's workforce, you will serve as the point of reference for all queries, requests, or problems.

➤ **Responsibilities**

- When required, answer the phone and transfer callers.
- Control the daily, weekly, and monthly agendas and schedule new meetings and appointments.
- Correspondence, memos, and forms should be prepared and distributed.
- Record and maintain contact data from employees, customers, vendors and external stakeholders.
- Support and facilitate the completion of periodical reports.
- Create and keep up a filing system.
- Regularly verify the available levels of office supplies and place necessary purchases.
- Make travel plans.
- Record costs and hand in reports.
- Do sporadic receptionist duties.

➤ **Requirements & Skills**

- Work history as an Administrative Assistant or Secretary
- Experience with office organisation and optimization techniques
- Exceptional capacity at juggling many tasks at once and organising one's schedule
- Strong communication abilities in both written and verbal form
- Honesty and professionalism
- MS Office proficiency
- Bachelor Degree

➤ **Salary & Work Shifts**

- From Monday to Friday (Two days off – Saturday & Sunday).
- Daily Shift from 10 AM to 6 PM.
- Salary from 900 \$ up to 1100 based on the interview and the experience.

B. Marketer

In order to market a company's products, services, or overall brand identity, a marketer must collaborate with other marketing staff to produce unique campaign concepts. Their duties include doing market research to determine target audience demography or assessing already launched campaigns, collaborating with others to complete tasks by setting deadlines, and making adjustments to effective campaigns to increase customer involvement.

Job Description

In order to help us create and launch unique, profit-generating projects, we are seeking for a receptive marketer. The marketer should review current market circumstances, direct the development of innovative campaigns, and then work to spread product-related data. You should also develop reciprocal ties with our consumers through intelligent involvement and the use of interactive market volatility.

You must be able to spot untapped potential in order to succeed as a marketer. To increase the success of our company, a great marketer will always assess their own work critically.

➤ **Marketer Responsibilities**

- Doing internal, competitor, and customer analyses in order to build the basis for future ventures.
- Creating and coordinating experiential and intangible marketing projects.
- collaborating with relevant internal stakeholders to launch campaigns that are smooth and successful.
- Increasing our visibility by utilising both paid and organic strategies.
- establishing long-term, profitable relationships with our customers.
- To determine accomplishments, analyse metrics at key junctures.
- To direct all market-related actions, compile informative reports.
- Participating in market workshops can help you develop new skills.

➤ **Marketer Requirements:**

- Degree in a field that focuses on the market.
- Proven track record of success in a market-focused role within the last few years.
- Ability to comprehend market-related metrics.
- Configuration of both organic and paid formulae.
- Unmatched network work techniques.
- Excellent research, presentation, and bargaining skills.
- Written communication abilities that can be improved.
- Observant, practical, and creative.

➤ **Salary & Work Shifts**

- From Monday to Friday (Two days off – Saturday & Sunday).
- Daily Shift depend on the work needs.
- Salary from 1500 \$ up to 2000 based on the interview and the experience.

C. Operations Manager

Job Description

An effective job description is the first step in luring the best candidates. You must first define exactly what is expected of you in your capacity as operations manager. Make a specific list of duties, responsibilities, and qualifications and take the time to review and prioritise them. Make sure each part appropriately portrays the job in clear, uncomplicated language. The culture and values of your company may also be introduced in the job description. Candidates will be able to tell if their values are compatible with yours by doing this. Be brief and to the point.

➤ Objectives:

- To make sure the company's operations are running well, maintain continual communication with management, staff, and suppliers.
- Create a plan for quality assurance, then put it into action and keep it updated.
- To expand the company's internal capacity, improve the effectiveness of current processes and procedures.
- Make sure operational activities are completed on schedule and within budget.
- Monitor workforce requirements and add additional employees as necessary.
- Manage the accounts payable and accounts receivable departments.

➤ Responsibilities

- Lead, inspire, and support a big team in a time-sensitive and challenging workplace. Responsibilities include career development plans for direct reports and issue solving.
- Oversee data gathering for the updating of metrics to fulfil productivity goals, lower cost per unit, minimise mistakes, and provide exceptional customer service.
- Improve your company's proprietary tools and system by working with other cross-functional teams.

- Make sure activities are compliant by working closely with the legal and safety departments.
- In charge of materials and inventory.
- Report cost plans to higher management and conduct budget reviews.

➤ **Required Qualifications and Skills**

- Two or more years of demonstrated experience in an operations management capacity.
- Excellent budget development and supervision skills.
- Good ability to transfer responsibilities while retaining organisational control over branch operations and customer service.
- Mastery of conflict management and business negotiation processes.
- Ability to quickly pick up and use new pieces of business software.

➤ **Preferred Qualifications and Skills**

- A bachelor's degree (or its equivalent) in business administration, operations management, or a comparable subject.
- Working understanding of several management software applications, such as NetSuite, Payroll, and QuickBooks Payroll.
- Excellent IT skills, including data base development.
- Years of experience in financial and account reporting.
- Ability to communicate in several languages.

• **Salary & Work Shifts**

- From Monday to Friday (Two days off – Saturday & Sunday).
- Daily Shift depend on the work needs.
- Salary from 2500 \$ up to 3000 based on the experience.

4. The health, safety and wellbeing guide:

Workplace safety and health for sector organisations is more than just ensuring that emergency procedures have been established and that physical health and safety procedures are in place. It also puts the onus on employers to address and manage stress and workload concerns by ensuring that employees and volunteers get adequate, continuing assistance. Employees, self-employed persons, volunteers, contractors and others have a responsibility, too, to safeguard their own safety and identify any hazards.

The Health and Safety in Work Act 1992 encourages the prevention of harm to all individuals at work and to those who are in, or in the vicinity of, workplaces. The Act compels employers and others to ensure safe working conditions and to apply good practises.

The Act acknowledges that successful health and safety management is best achieved via good faith collaboration in the workplace and, in particular, that it is best achieved by those doing the job.

The Act mandates organisations to maintain their workplaces safe by:

- Handling hazards - recognising, analysing and controlling them
- Training and monitoring employees - ensuring employees are informed of the hazards and follow safe work procedures
- First aid, rehabilitation, and incident investigation training are all part of emergency preparedness.

Health and safety officials and workers must be included in all of these procedures.

➤ Obligations under the Act

Employers and organisations have major responsibilities under the Health and Safety in Work Act with regard to both paid employees and regular volunteers. It also puts obligations on contractors, volunteers, self-employed persons, and employees.

- Regardless of the location of the workplace, employers are required to take all reasonable measures to protect the safety of all employees.
- The onus of detecting, removing, containing, or limiting any hazards associated with the workplace rests squarely on the shoulders of the employer.
- Employers, unions and employees are obliged by law to prepare an agreed health and safety strategy, including the election of safety and health representatives who are eligible to undergo two days authorised training
- Until issues are being resolved, employees have the freedom to refuse to conduct dangerous duties.
- A clean, dry place to eat and make hot drinks, as well as access to running water and restrooms, must be provided to employees.
- If protective gear is needed, employers are responsible for providing it and training employees on how to properly use, maintain, and care for it.

➤ **Handling Workplace Stress**

A healthy and safe workplace requires effective stress management. Stress brought on by unchecked workplace hazards may harm both employees and organisations.

A shared responsibility, providing healthy work is. Handling concerns surrounding stress and weariness involves the same skills and behaviours as any other job relationship problem.

Employers must do the following:

- If feasible, seek to eliminate workplace hazards
- Reduce the effects of additional hazards by offering continual training, stress feedback, monitoring the problem, and implementing mutually agreed-upon mechanisms for managing the stress.
- Assist the individual under stress in coping with any resulting harm.

➤ **Supervision**

Supervision is one of the major ways in which an organization achieves its responsibility to ensuring that people are well-supported and well-resourced, and to identify when job stressors and workloads are becoming a problem. For further information, consult the Resource's Training and Supervision Handbook.

➤ **Health and safety for volunteers**

When: Volunteers are bound by enforceable responsibilities under the Health and Safety in Employment Act

The volunteer is performing work for a "employer" or "self-employed person" who has authorised or is aware of the volunteer work; the volunteer performs the work on an ongoing and regular basis for that employer or self-employed person; and the work is an essential component of the employer's or self-employed person's business.

Certain volunteers who fit the qualifications above are explicitly excluded from coverage underneath the Act when they are engaging in the following activities:

- Participating in fundraising
- helping out at a school, a recreation centre, or a sports club
- Participating in off-site activities for a school
- Giving care to another person at the volunteer's home.
- The Act establishes a broad responsibility of care for these individuals and all other volunteers. According to this obligation, all reasonable precautions must be taken to protect the health and safety of volunteers.
- Good planning and effective communication are the keys to effective management of volunteer health and safety, just as with PAID employees.

➤ **Emergencies and First Aid**

All employees must have access to first aid supplies. For every 50 employees on site, at least one employee should have first aid training.

Regular drills should be conducted to perfect the emergency procedures that have been put in place.

Conclusion

In this report, I presented a Microsoft and explored the human resources manager's function in connection to work and workers, as well as Microsoft's behaviours regarding workers in all of its branches, whether favourable or bad. It also addressed the working conditions of employees in terms of security, safety, compensation, employee retention, and not replacing them.

References

- <https://en.wikipedia.org/wiki/Microsoft>
- Anon (2017) *4 approaches to strategic planning: what's right for HR?* [Online].
- Boundless (n.d.) *Boundless Management*. [Online]. Lumen. Available from: <https://courses.lumenlearning.com/boundless-management/chapter/legal-structure/>.
- Anon (n.d.) *Delegation of Authority to Staff*. [Online]. FMLink. Available from: <https://fmlink.com/articles/delegation-of-authority-to-staff/>.
- yde, R. (2013) 'Never mind the bosses and the need for S.P.E.E.D' YouTube, 22 October.
- Storey, J., P. Wright and D. Ulrich, Eds. (2009). *Routledge Companion to Strategic Human Resource Management*, London and New York, Routledge.
- Cappelli, P. and Keller, J. R. (2013) 'Classifying work in the new economy', *Academy of Management Review*.
- Baird, L. and Meshoulam I. (1988). *Managing Two Fits of Strategic Human Resource Management*.