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Introduction

Hello, I want to express my gratitude to Crocodile Hotel for entrusting me with the role of reviewing their HR policies as a consultant.

Human Resource Management (HRM) plays a crucial role in the progress of any organization. It is our department's responsibility to recruit, assess performance, and effective human resource management can greatly contribute to success, while poor management can lead to its downfall.

To prevent the company from suffering due to inadequate human resource management practices, we need to be aware of how HRM can negatively impact the organization and take steps to mitigate these effects."

critique the company is HR policies.

Promoting Inappropriately:

Original: Just because you are a good person at this current job, doesn't mean you will be good at management.

Paraphrased: Excelling in one's current role doesn't guarantee success in a managerial position. We've all witnessed individuals promoted beyond their capabilities, resulting in the loss of skilled employees in lower-level roles and the emergence of ineffective managers. Rather than using promotion as a reward, it's advisable to conduct a thorough assessment of employees' skills to determine their suitability for management.

Recommendation: Establish clear criteria for selecting individuals, including factors such as appropriate hiring procedures, defined employment criteria, diverse workforce representation, and transparent procedures for activities like recruitment, selection, and promotions. Implement an equal opportunity policy that considers factors such as gender, age, and beliefs in the promotion process.

Efficient Recruitment:

Original: In order for a company to attract the best talent, we need to have an effective and innovative recruitment strategy.

Paraphrased: To attract top-tier talent, a company must employ an efficient and innovative recruitment strategy. A deficient HRM can deter qualified candidates from joining, negatively impacting the company's performance.

Recommendation: Ensure the recruitment process is time-effective and focused on evaluating candidates' suitability. Recruitment should be a well-considered process, starting with a precise definition of job requirements, followed by stages like compensation research, advertising, and interviews, culminating in the successful selection of the right candidate.

Unclear Policies:

Original: Work according to a set of rules that all employees must respect, and when the HRM is weak, the company will inevitably face many problems because no one is aware of these obligations and responsibilities.

Paraphrased: Organizations rely on a set of rules that all employees must adhere to. Weak HRM leads to numerous challenges as employees may be unaware of their obligations and responsibilities.

Recommendations: Ensure HR policies contain clear instructions and regularly update this guidance. Policies should be easily comprehensible for both administrators and employees.

Salary Delays:

Original: Delaying salaries is indicative of poor HRM, provides unclear information, and causes employee discontent.

Paraphrased: Salary delays signify inadequate HRM, leading to confusion and employee dissatisfaction.

Recommendation: Avoid salary delays as they tarnish the company's reputation and have adverse psychological, practical, and physical effects on employees. Adherence to timely wage disbursement through the wage protection system is essential to prevent violations and fines and foster employee well-being.

Improve employee retention.

1. Leave and Time Off Policy:

- Original: People sometimes require time off work for health reasons, family emergencies, or leisure. Having clear leave policies can reduce the stress associated with these situations and outline eligibility and processes.
- Paraphrased: Individuals may need breaks from work due to health, family issues, or leisure. Well-defined leave policies ease the burden of supporting employees during tough times, like the challenges posed by events such as the COVID-19 pandemic. HR policies clarify who qualifies for leave and the procedures for taking it.

2. Enhancing Employee Retention:

- Original: Recruitment is a complex, time-consuming, and costly process, and training new employees takes time. Retaining employees is crucial for productivity and reputation.

- Paraphrased: Recruitment is a costly and time-intensive process, compounded by the challenge of finding competent employees and training them. On average, it takes new employees two to three months to reach peak productivity, resulting in losses. Retaining employees is a top priority, achieved by selecting efficient employees from the start in collaboration with other departments and supporting them through sound strategies that prioritize employee well-being.

3. Fostering a Healthy Work Environment:

- Original: Building a healthy work environment should not rely on the idea of "the employee as the organization's child" or "we are all one family." Respect, professionalism, and adherence to rights and duties should be the basis of the relationship between employees and superiors.
- Paraphrased: A healthy work environment should not be built on notions like "the employee as the organization's child" or "we are all one family." The employee-superior relationship must be rooted in respect, mutual appreciation, professionalism, and the fair treatment of rights and responsibilities. It should avoid forming personal friendships that negatively impact job performance or mental health.

4. Work-Life Balance:

- Original: Inconsistent work schedules hinder employee retention, especially among qualified individuals. Employees often work for financial stability and seek quality time with family and friends.
- Paraphrased: Irregular work schedules discourage employee retention, particularly among skilled workers. Employees prioritize financial stability and value their personal time with loved ones. Working hours should range from forty to sixty per week, and annual leave should be considered.

5. Company Growth and Development:

- Original: Company development is pivotal in retaining employees and attracting talent. A successful company elevates its position in the job market and appeals to investment and top talent.
- Paraphrased: Company growth plays a crucial role in retaining employees and enhancing its standing in the labor market, making it appealing to investments and top talents. Company expansion can trigger promotional campaigns that motivate employees to invest in themselves and their work, creating a win-win situation.

6. Moral Motivation:

- Original: Moral motivation is essential for retaining employees. Competent employees deserve respect and appreciation.

- Paraphrased: Moral motivation is a vital strategy for retaining employees. Competent employees should be acknowledged and appreciated. Initiatives like recognizing and rewarding outstanding team achievements can encourage motivation.

7. Material Incentives:

- Original: Money is a significant factor for most employees when choosing a career. Bonuses, annual raises, and recognition of competencies are crucial.
- Paraphrased: Financial compensation is a key consideration for most employees in their career choices. Offering bonuses, annual raises, and recognizing job competencies are essential components.

8. Creating Opportunities:

- Original: Ambitious, competent employees will leave if they feel stagnant with no growth prospects. Encourage their professional development and ambition.
- Paraphrased: Ambitious and capable employees may depart if they perceive a lack of growth opportunities. Support their professional development, satisfy their ambitions, and provide incentives for dedicated work within the available opportunities.

effective customer service practices

1. Responsiveness:

- Original: Obligation to respond to customer service emails, ease of access through various support channels, acknowledgment of service requests, and timely responses are essential elements of excellent customer care.
- Paraphrased: Being committed to addressing customer service emails, offering convenient access through diverse support channels, acknowledging service requests, and providing timely responses are vital components of exceptional customer service.

2. Speed and Efficiency:

- Original: Modern customers are impatient and expect quick and effective management of their service requests. Key attributes of good customer service include fast response times and resolving issues in a single contact, as customers dislike having to contact a company repeatedly about the same issue.
- Paraphrased: Today's customers have high expectations for swift and efficient handling of their service requests. The most crucial elements of quality customer

service encompass rapid response times and resolving problems in one interaction, as customers find repetitive contacts with a company frustrating.

3. Effective Communication:

- **Original:** Our staff must maintain top-tier communication skills, encompassing both written and verbal proficiency. This also involves being attentive listeners. An agent's positive demeanor contributes to positive customer experiences and enhances satisfaction, especially when dealing with challenging situations and dissatisfied customers.
- **Paraphrased:** Our employees should uphold exceptional communication skills, including proficient written and verbal abilities, along with being attentive listeners. A positive attitude exhibited by our agents leads to positive customer experiences and boosts satisfaction, particularly when handling difficult situations and interacting with dissatisfied customers.

4. Maintaining Focus:

- **Original:** Clearly defining our company's customer service standards and ensuring that everyone, from the CEO to newly hired customer service agents, follows them. Open communication channels within our organization, equip agents with necessary tools and support for delivering superior service, and recognize their efforts. Our customers are at the core of our business, so staying customer-focused is the best practice.
- **Paraphrased:** Precisely establishing our company's customer service standards and ensuring adherence throughout the organization, from the CEO to newly onboarded customer service agents. Fostering open lines of communication internally, providing agents with essential tools and support for delivering exceptional service, and acknowledging their achievements. Our customers are the heart of our business, and maintaining a focus on them is the ultimate best practice.

5. Fulfilling Promises:

- **Original:** Neglecting promises is a detrimental behavior that must be avoided as it negatively impacts our customer relationships. If we can't resolve a customer's issue quickly, we should be honest with them, explaining the problem's nature and the time required for resolution. Keeping them consistently informed of the progress is crucial.
- **Paraphrased:** Failing to fulfill promises is a harmful behavior to steer clear of, as it adversely affects our relationships with customers. If we can't promptly resolve a customer's problem, we should be transparent, detailing the issue's nature and the necessary time for resolution. Continuous communication to update them on the process's progress is essential.

use technology to improve communications between our offices

he Utilization of Modern Office Technologies and Their Impact on Performance

This discussion centers around the utilization of contemporary office technologies and the pivotal role they play in advancing office operations while enhancing communication across various levels of a company.

Modern office technology encompasses the management of offices and electronic networks, harnessing hardware and software for improved productivity. Key findings from this embrace of technology include the following:

1. **Enhanced Communication with Smartphones:** Incorporating smartphones into work processes significantly reduces the effort required for communication, while also expediting the transfer of data and information.
2. **Versatile Multifunctional Printers:** The use of multifunction printers that can handle tasks such as printing, faxing, WhatsApp Business, Zoom, and BOTIM contributes to faster task completion and efficient utilization of office space.
3. **Efficiency Through Internal Electronic Networks:** Leveraging internal electronic networks allows for the completion of numerous activities directly from the computer, within the office environment, in a shorter amount of time, eliminating the need to move between offices.

To achieve our goals and optimize our work, it is imperative to follow a well-structured approach:

1. **Modern Training Programs:** Adopt modern training programs grounded in a scientific approach, measuring and tracking the outcomes of training and its influence on all operational facets.
2. **Provision of Modern Hardware and Software:** Provide state-of-the-art hardware and software solutions that streamline work processes, ultimately saving time and effort.
3. **Transition to Internal Electronic Correspondence:** Embrace internal electronic correspondence through intranet channels, which significantly enhances task completion speed and reduces financial expenditures.
4. **Investment in Online Communication Tools:** Recognize the value of online communication tools for tasks that do not necessitate in-person meetings or phone calls. These tools streamline workflow, making it easier to update teams on project statuses, seek quick answers, and share feedback on documents in a well-organized manner. This approach accelerates the overall work process.

review employee performance appraisals

Employee Performance Evaluation: Enhancing Company Success

Employee evaluation is a critical process that entails reviewing an employee's skills, accomplishments, growth, and areas needing improvement in their overall performance. This procedure not only aids in individual improvement but also paves the way for the company's future success.

The benefits of this evaluation system extend to both our company and employees. Employee evaluation serves as an excellent company practice for identifying top-performing employees and providing valuable feedback to help them enhance their roles. It is an indispensable tool for preparing employees for the next phase of their careers, as it offers insights into how their performance impacts the company's growth. In the upcoming rating system, we will assess how well employees have achieved their goals.

Our rating system employs a 5-point scale, with each rating carrying specific meaning to assist managers across various divisions in consistently evaluating employees. Here is an illustrative breakdown of what each number on this rating scale signifies:

- 1 = Poor (consistently falling short of expectations)
- 2 = Fair (often not meeting expectations)
- 3 = Good (typically meeting expectations)
- 4 = Very Good (often exceeding expectations)
- 5 = Excellent (consistently surpassing expectations)

These ratings are determined based on appropriateness and align with the maximum mark on the model. We assess various performance dimensions, including:

- Commitment to Working Hours
- Handling of Penalties
- Accuracy in Action
- Focus on Development and Work Level Improvement
- Analytical and Problem-Solving Abilities
- Collaboration and Teamwork
- Workplace Organization and Equipment Maintenance
- Adherence to Optical Distribution Frame Instructions and Procedures
- Professional Dress and Appearance
- Effective Relationships with Direct Managers and Colleagues
- Ability to Accept Criticism and Follow Directions

Job listing of a position:

- **Job Title: Secretary**
- **Requirements and Qualifications:**
 - Minimum bachelor's degree, preferably in administration or office management.
 - A minimum of two years of experience in secretarial or administrative support roles.
 - Strong organizational and time management skills.
 - Proficiency in computer and office software.
 - Ability to write reports and memos effectively.
 - Excellent oral and written communication skills.
- **Job Description:**
 - The Secretary position entails providing comprehensive administrative support, ensuring the smooth operation of the department, and delivering full administrative assistance to the manager. Key qualifications and responsibilities include:
 - Proficiency in organization and time management.
 - Typing speed of at least 40 words per minute.
 - Strong computer skills, especially in Word and Excel.
 - Proficiency in database software and sound knowledge of organizational methods.
 - Demonstrated ability to multitask and maintain an organized office environment.
 - Tactful communication style.
 - Familiarity with office equipment, including fax machines, printers, and mail handling.
 - Excellent customer service skills.
 - Strong interpersonal and communication abilities.
 - Proficiency in English.
 - Keen attention to detail.
- **Job Duties:**
 - Prepare various documents, including correspondence, meeting materials, reports, statements, and statistics.
 - Manage and process assigned tasks in accordance with company policies and procedures.
 - Enter and maintain data in the computer system and maintain an efficient filing system.
 - Respond to both in-person and telephone inquiries.
 - Create and design data and graphic presentations using computer software.
 - Collaborate with different departments within the company.
- **Salary and Benefits:**
 - Competitive salaries ranging from 4500 to 6000 AED monthly, based on market conditions in the United Arab Emirates.
 - Transportation and housing allowances of 1000 AED.
 - Annual ticket allowance.
 - Performance-based bonuses and incentives.
 - Medical insurance coverage for employees and their families.
 - Housing finance options for employees.

- Flexible working hours.
- **Contract Term:**
- The initial contract term is one year from the date of signing and is renewable for additional periods, unless either party provides a three-month notice of contract termination before its expiry
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Job Title: Marketing Specialist

Requirements and Qualifications:

- Bachelor's degree, preferably in Marketing, E-Business, or Commerce.
- Prior experience in a marketing department.
- Proficiency in written and verbal communication, presentation, and active listening.
- Strong interpersonal skills, including the ability to collaborate effectively with management, team members, clients, and customers where applicable.
- Familiarity with content management systems, webpage analytics, customer relationship management, and relevant software.
- Proficiency in data analysis, critical thinking, problem-solving, and decision-making.
- Understanding of industry best practices.
- Creativity, adaptability, and awareness of current marketing trends.
- Excellent collaboration and teamwork skills.
- Project management skills, including goal setting and deadline management.
- Strong organizational, time management, and prioritization abilities.
- Comfortable working in high-pressure and fast-paced environments.

Job Description:

The Marketing Specialist's role involves collaborating with various teams, including sales, marketing, advertising, product design, and product development, to plan promotional marketing campaigns. Key responsibilities and tasks include:

- Developing editorial and content creation calendars for multiple media platforms and outlets.
- Assisting in the design, negotiation, and placement of advertising across various channels, including billboards, traditional media (TV and radio), social media, and email marketing.
- Creating a comprehensive brand style guide that accurately reflects the company or client's voice and mission.
- Supporting team leads in setting, allocating, and monitoring project budgets.
- Conducting client meetings to discuss brand guidelines, goals, budget constraints, and project timelines.
- Conducting market research to understand the needs, preferences, habits, and interests of the target audience for creating highly targeted marketing campaigns.
- Analyzing past successful campaigns to identify strengths, weaknesses, and opportunities for improvement.

- Regularly reviewing the progress and success of marketing campaigns, making adjustments, and proposing new campaign ideas when necessary.
- Salary and Benefits:
- Competitive salaries ranging from 14,000 AED to 18,000 AED per month, based on market conditions in the United Arab Emirates.
 - Transportation and housing allowances.
 - Performance-based bonuses, including a bonus of up to 8% of the basic salary for achieving specific goals.
 - Annual performance bonus.
 - Additional performance-based bonuses and incentives.

job Title: Operations Manager

Requirements and Qualifications:

- Bachelor's degree in business administration or a related field.
- A master's degree is advantageous and considered an additional qualification.
- Prior experience in operations management.
- Proficiency in high-level HR duties.
- Strong decision-making skills related to operational activities.
- Ability to set strategic goals.
- Proficiency in planning and overseeing day-to-day business operations to ensure smooth and unhindered functioning.
- Supervisory experience with employees from various departments, offering constructive feedback and suggestions for development.

Job Description:

The role of the Operations Manager involves making decisions about operational activities, setting strategic objectives, and ensuring the daily workflow runs smoothly.

Key responsibilities and tasks include:

- Making decisions related to operational activities and setting strategic objectives through effective communication.
- Planning and monitoring daily workflow to ensure seamless and unobstructed operations.
- Supervising employees from various departments and providing constructive feedback.
- Regularly evaluating the efficiency of work procedures to align them with organizational objectives and suggest improvements.
- Managing procurement and coordinating resource allocation.
- Overseeing and organizing customer support operations to enhance customer satisfaction.
- Reviewing financial information and adjusting operational budgets to improve profitability ratios.
- Reviewing, formulating, and enhancing policies and their implementation.
- Managing relationships and agreements with external partners.
- Evaluating overall performance by collecting and analyzing data and metrics.
- Ensuring compliance with applicable laws and regulations.

Job Duties:

- Ability to organize tasks and lead a team exceptionally well.
- Proficiency in dealing with diverse personalities.
- Familiarity with industry-specific legal rules and guidelines.
- Competence in various business principles, including supply chain, finance, and client service.
- Ability to work with data analysis and performance metrics.
- Proficiency in using Microsoft Office programs.
- Familiarity with resource planning software, specifically ERP projects.
- Knowledge of client relationship management software.

Salary and Compensation:

- Competitive salaries ranging from 14,000 to 18,000 AED monthly, based on market conditions in the United Arab Emirates.
- Transportation and housing allowances of 2,500 AED
- Performance-based bonuses, including a bonus of up to 3% of the basic salary for achieving specific goals.
- Lifetime retention bonus: A set amount paid for each customer who renews their contract.
- Annual performance bonus.
- Additional performance-based bonuses and incentives.
- Medical insurance coverage for employees and their families.

Create a healthy, safety and wellbeing guide for the company.

Company Commitment to Workplace Safety:

As an administrative team responsible for running the company, we are committed to the safety and well-being of our employees. Our commitment includes:

- Providing necessary preventive measures to protect workers from workplace injuries and occupational diseases.
- Ensuring the availability of guidance and awareness regulations.
- Offering appropriate training to workers to mitigate risks.
- Conducting regular assessments to ensure that all parties involved in the work adhere to occupational health, safety, and security requirements.

Worker's Responsibilities:

All workers in our company are expected to:

- Utilize the provided protective equipment and clothing.
- Comply with instructions from the administration department aimed at safeguarding their well-being.

- Refrain from any actions that may contravene these instructions.
- Adhere to orders and instructions related to workplace safety and security precautions.
- Properly use preventive measures and take care of equipment in their possession.
- Prohibited from engaging in any acts that hinder the implementation of safety instructions or misuse safety equipment.

Compensation for Work Injuries:

In the unfortunate event that a work injury or occupational disease leads to a worker's death, the worker's family members are entitled to compensation. The compensation amount is equivalent to the deceased worker's basic wage and is determined through discussions among management members. The calculation is based on the worker's last wage received before their passing, and the compensation is distributed to the family accordingly.

Determination of Noon Work Hours:

To ensure the health and safety of workers, working hours for tasks performed under the sun and in open areas shall not extend beyond 12:30 PM in the afternoon. Additionally, resuming work is prohibited before 3:00 PM in the afternoon. This decision is taken to protect workers from the risks associated with high temperatures, which are increasingly prevalent in the United Arab Emirates.

Occupational Health and Safety:

We are committed to appointing an occupational health and safety officer who is a qualified technician responsible for preventing workplace hazards and overseeing the implementation of relevant safety provisions.

Periodic Medical Examinations, Especially During COVID-19:

Our company mandates periodic medical examinations for workers at risk of contracting specific occupational diseases as specified by the Ministry. These examinations should occur at least once every four months, with results recorded in worker files. The company doctor is also responsible for reporting cases of occupational diseases and deaths resulting from them, following the necessary medical and laboratory investigations. This is especially crucial during the COVID-19 pandemic, and workers are urged to stay home if they suspect they have COVID-19 symptoms and to seek testing and medical advice as needed

Conclusion

We emphasize the crucial role of human resources management in enhancing production efficiency within organizations. In today's rapidly evolving business landscape, it has transitioned from being an option to an absolute necessity for survival and growth. Elevating the performance of business entities and optimizing production efficiency hinges on the full utilization of resources and capabilities, encompassing physical, financial, human, and technological resources. Among these, human resources stand out as paramount.

In the contemporary global market, competition is intrinsically linked to the advancement of human resources and competencies. The capacity for innovation, adept management of change, and the effectiveness of human resources have become pivotal elements and essential tools in the production process. As such, nurturing and harnessing the potential of human resources is not merely an option but a fundamental requirement for thriving in today's dynamic business environment

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