

Human Resource Management

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P1 Explain the purpose and the functions of HRM, applicable to workforce planning and resourcing an organisation.

Human resource management is an important function of an organisation as it helps in coordinating the efforts of individuals and teams. The human resource department makes sure to increase the potential of the workers so that they can bring opportunities for the organisation. They channelise the efforts of the workers and allow them to become competitive for their future career growth. The human resource department trains the employees to perform their duties. They also motivated and encouraged employees to face challenges and come out of their comfort zone. There are various roles and responsibilities that have to be performed by a human resource manager (Otoo, 2019). Unilever has a human resource department that leads the business and performs workforce planning according to the need of the organisation. The human resource department of Unilever gives jobs to the workers according to their skills and knowledge.



Figure 1: HRM

(Source: uconsulting.nl, 2021)

Purpose of HRM

- The human resource management takes care of the vacant jobs and fills them with the appropriate workforce.
- They also perform training and development to build the strength and confidence of the employees.
- The human resource department maintains good relations with the employees to gain their trust and loyalty.
- They take care of the Employment laws and legislations needed for the ethical business environment.
- The human resource practice will keep employees maintain coordination and cooperation in their work.

Functions of HRM

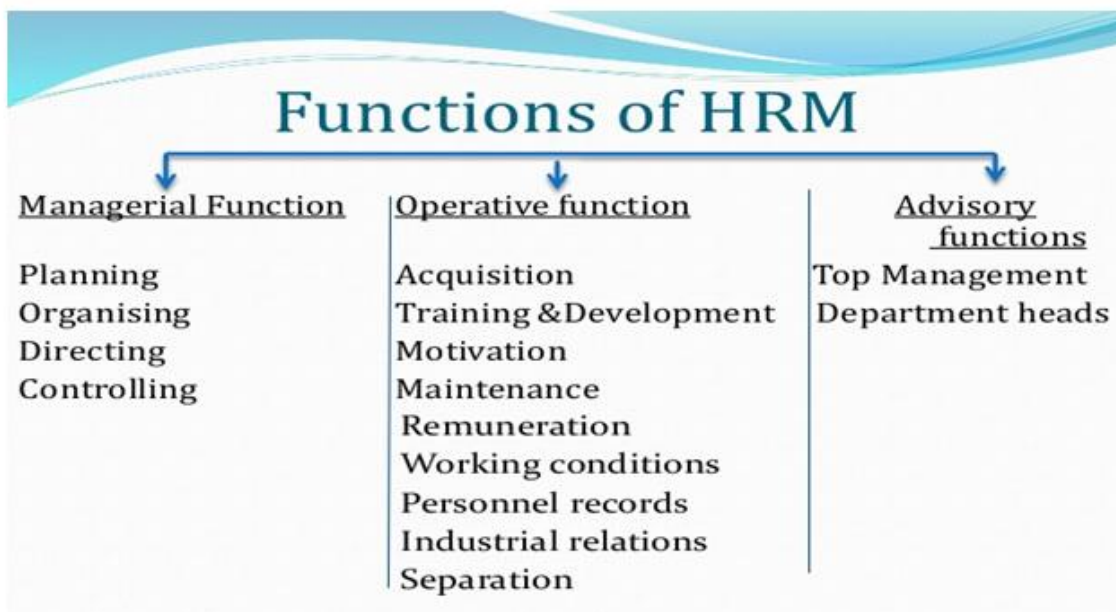


Figure 2: HRM functions

(Source: locus assignments, 2021)

Operational functions are related to the personal growth and satisfaction of employees.

- *Training and development*: the human resource department performs training and development of employees to make them competent and familiar with the organisation.

- *Employee relations:* the company needs to focus on building good relations with the employees to increase their business engagement.
- *Performance appraisal:* the employees must be praised and appreciated for their performance so that they continue their hard work (Sanders and Yang, 2016).
- *Rewards and wages:* employees must be given fair wages and rewards for their good performance for increasing their interest.

Managerial functions

- *Planning:* the human resource manager has to plan the current and future requirements of workers and fill the vacant jobs with appropriate candidates.
- *Organising:* they need to allocate jobs to the workers according to their skills and knowledge.
- *Directing:* the managers need to direct the employees about the roles and responsibilities to be performed, and leaders give guidance to the employees (Ahammad, 2017).
- *Controlling:* the human resource manager needs to check whether the expected outcome is matching with the planned outcome or there are some deviations.

P2. Explain the strengths and weaknesses of different approaches to recruitment and selection.

The organisation needs to choose efficient and reliable employees so that they can contribute more to the business. The employees need to be given jobs according to their skills and knowledge so that they can perform various tasks. Unilever attracts individuals who are interested in the work and have skills for the same. The company performs a recruitment and selection process for attracting potential employees. Recruitment refers to the process of giving applications to the interested candidates who can apply for the job. Selection is the process of selecting the best and rejecting the rest. There are many applications that come to the company but only a few people are selected who are fit for the job (Abraham et al., 2015).



Figure 3: Recruitment and Selection

(Source: HRM, 2021)

There are two types of recruitment that Unilever uses for attracting candidates, and they make sure that candidates selected are qualified and experienced in their careers.

***Internal recruitment** is related to attracting candidates from inside the premises, they are those candidates who are working with the company for a long period of time, and they are an all-rounder in their work.*

Advantage of Internal recruitment

- The candidates selected are trustworthy and loyal to the organisation.
- It is a cost-friendly and time-consuming process as candidates are selected from inside the organisation (Ekwoaba et al., 2015).
- It increases the motivation of the employees as they get a higher-level position in the company.

Disadvantages of internal recruitment

- It can develop the feeling of jealousy among the other employees, and they will feel discouraged.
- It reduces the capacity of the organisation to attract new talents who can bring new opportunities.
- The choice of selection is limited in internal recruitment

External recruitment is related to attracting interested candidates from the outside or external environment. The candidates are given an application, and the applied candidates are selected on the basis of their skills and knowledge (Kamran et al., 2015).

Advantages of external recruitment

- It brings new talents and innovative ideas to the business.
- The organisation gets a variety of options to choose from.

Disadvantages of external recruitment

- It is a costly and time-consuming process as training and recruitment need effective funds.
- The new employees cannot be trusted easily.
- The employees take time to adjust to the organisation.