

Essentials of Human Resources Management &  
Development

*Casablanca (Morocco)*

*19 - 23 May 2025*

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## Essentials of Human Resources Management & Development

Code: HR28 From: 19 - 23 May 2025 City: Casablanca (Morocco) Fees: 3300 Pound

### Introduction

Now, more than ever, HR professionals need new skills and a whole new set of competencies: technical, behavioral, and emotional, in order to be able to deliver strategic and tangible results. This course will enable you to transform yourself and your HR department into a business partners capable of delivering results and adding value to your organization.

### Course Objectives

- Demonstrate a thorough understanding of the nature of HR as a managerial function.
- List all HR functions and responsibilities and identify their contributions to organizational success.
- Play the four new roles that make HR a credible business partner in a modern organization.
- Create an HR strategy that is aligned with the overall organizational strategy.
- Measure the contribution of HR to the bottom line in both profit and non-profit organizations.
- Assess the effectiveness of the human resources function through the use of 'SMART' Key Performance Indicators KPIs and indices.
- Demonstrate how a competency framework can increase the effectiveness of the HR function.
- List the core competencies of an HR professional.

### Course Outlines

#### Day 1

##### Human management: An overview

- Definition and objectives of modern HR management.
- HR management now and then.
- The main functions of HR management.
- Organization.
- Resourcing.
- Climate and culture.
- Training and development.
- Performance management.
- Total compensation management systems.
- Personnel administration.

#### Day 2

##### Competency-based HR management

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver. The board is set on a checkered pattern. In the background, there are concentric white circles on a light gray background.

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- Competency definition.
- Types of competencies.
- The different competency components.
- Competency-based recruitment and selection.
- Competency-based training and development.
- Competency-based performance management.
- Benefits of competency-based HR?

#### HR business partner

- Four new roles to play.
- Management of strategic HR.
- Management of firm infrastructure.
- Management of employee contribution.
- Management of transformation and change.
- Basic HR competencies required to play the four roles.

#### Day 3

##### Recruitment Planning

- Adopting a 'talent culture'.
- Aligning our people requirements to business strategy.
- The importance of creating a recruitment plan.
- Recruitment and becoming an Employer of Choice.
- Utilizing employee branding.
- The recruitment process and the role of HR and managers.
- Job descriptions, job analysis, and establishing the package.
- Workforce planning.

##### HR business partner and emotional intelligence

- The fundamental emotional intelligence framework.
- The emotionally intelligent HR business partner.

#### Day 4

##### Job analysis, description, and evaluation

- The pervasiveness of the job description.
- Four approaches for conducting job analysis.
- Job Key Result Areas KRAs.
- Writing job descriptions using the job key result area approach.
- Characteristics of effective job descriptions.
- Guaranteeing 'internal consistency' through job evaluation.
- A bird's eye view of the job evaluation system.

#### Day 5

##### Fundamentals of strategic HR management

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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- Analysis of the environment.
- From SWOT analysis to vision and mission statements.
- The link between strategy and performance.
- Organizational vs. HR key result areas.
- Measuring HR KRAs through SMART Key Performance Indicators KPIs.
- Turning key performance indicators into SMART objectives.
- The balanced scorecard: an overview.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) on it, set against a background of concentric circles.

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