# HRM - Human Resource Management <br> Case study 

## 1 - Workforce Planning based on Trends

Notes:

- FTE -Full-time equivalent ( the equivalent of an employee who works standard 8 working hours)
- \# Sales (FTE) - number of FTE in the Sales department
- \# Others (FTE) - number of FTE in Support departments (IT, financial department, etc.)
- \# Mgr (FTE) - number of FTE for managerial positions
- Revenue/\#Sales FTE (T euro) = Productivity -- the productivity of the Sales specialist -- the number of sales in T euros per each Sales FTE (Average number is calculated based on the previous years 2015, 2016, 2017).
- Ratio \# Other (FTE)/ \# Sales (FTE) -- the number of FTE in supporting departments needed to support the work of each FTE in the Sales department (for example, if the ratio is 0.4 , it means that for every 10 sales specialises we need 4 supporting employees). (Average number is calculated based on the previous years 2015, 2016, 2017).
- The span of control -- the number of FTE managed by 1 manager FTE (for example, if the Span of control is 11 , it means that each 1 manager is responsible for 11 specialists). (Average number is calculated based on the previous years 2015, 2016, 2017

Task: The advertising agency is planning to increase its revenue in 2018 by approximately $10 \%$ up to 17550 T euro. Consider the following information for the upcoming 2018 planning:

- Revenues per \# Sale FTE at the average level.
- The proportion of Others/FTE is at the average level.
- Span of Control at the level of the year 2016.

| Year | Revenue (T euro) | $\begin{aligned} & \text { \# Sales } \\ & \text { (FTE*) } \end{aligned}$ | Revenues/ \# Sales FTE (T euro) | \# Others <br> (FTE) | \# Total <br> (FTE) | $\begin{aligned} & \text { \# Mgr } \\ & \text { (FTE) } \end{aligned}$ | Ratio \#Other (FTE)/ \#Sales (FTE) | Span of Control |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2015 | 13000 | 54 | 240 | 21 | 75 | 7 | 0.39 | 10.71 |
| 2016 | 14500 | 60 | 240 | 23 | 83 | 7 | 0.38 | 11.86 |
| 2017 | 16200 | 68 | 240 | 27 | 95 | 10 | 0.4 | 9.5 |
| 2018 | 17550 | $\begin{array}{r} 73.13 \\ (2) ? \end{array}$ | $\begin{array}{r} 240 \\ (1) ? \\ \hline \end{array}$ | $\begin{array}{r} 28.52 \\ (3) ? \end{array}$ | $\begin{array}{r} 101.64 \\ (4) ? \\ \hline \end{array}$ | $8.57$ <br> (5) ? | $\begin{aligned} & 0.39 \\ & (1 \text { ?) } \\ & \hline \end{aligned}$ | $\begin{array}{r} 11.86 \\ (1) ? \end{array}$ |
| Demand |  | $\begin{aligned} & 5.13 \\ & \text { (6)? } \\ & \hline \end{aligned}$ |  | $\begin{aligned} & 1.52 \\ & (7) ? \end{aligned}$ |  | $\begin{aligned} & -1.43 \\ & \text { (8)? } \end{aligned}$ |  |  |
| Average Annual Revenue Growth (\%) |  |  |  |  | 11 \% |  |  |  |
| Average Revenue/\# Sales FTE (T euro) |  |  |  |  | 240 |  |  |  |
| Average Ratio \#Other FTE/ \#Sales FTE |  |  |  |  | 0.39 |  |  |  |
| Average Span of Control |  |  |  |  | 11 |  |  |  |

(1) - given (2) - based on the planned revenues and sales specialist productivity (3) - based on sales FTE and Ratio Others/Sales (4) - both sales and others (5) - given (5) - based on the span of control (manager is responsible for both sales and others (6) - new hired Sales FTE (7)- newly hired Others FTE (8)- new hired Manager FTE

## HR planning and Job Analysis

Q1.1 What does it mean Ration Others (FTE) / Sales $($ FTE $)=0.4$ ? What does it mean Span of Control $=11.86$ ?
Q1.2 What is the total demand for all types of employees (in FTE) in the 2018 year?

- Sales specialists (in FTE)
- Other specialists (in FTE)
- Managers (in FTE)

Q1.3. How many new hired employees (in FTE) will the company need in 2018 ?

- Sales specialists (in FTE)
- Other specialists (in FTE)
- Managers (in FTE)

Q1.4. For which organizations can it be useful/possible to apply Trend analysis for HR planning.

## Decision-making

NOTE!

- 1 FTE $=8$ working hours; 1 FTE $=1$ full-time worker BUT, not always; 1 FTE can 2 part-time workers, each works 4 hours, so 8 hours in total
- The company can hire part-time employees (4 working hours), but not managers. The manager works 8 hours.

Q1.5. Suggest the required number of new-hired employees (Sales, Others, Managers) and their working hours (flexible, part-time, full-time, overwork? Why?
Consider 2 situations.

- Situation A (Prospector company): take risks, apply layoffs or downsizing measures, "buy skills" (applies external hiring)

|  | Demand, <br> employees/people |  | Sales |  | Others |  | Managers |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| A | New-hired employees |  |  |  |  |  |  |

- Situation B (Defender company): the company tries to avoid risks, aim for efficiency and cost reduction, avoid firing people, "make skills" (applies internal hiring and rehiring HR practices)

|  | Demand, <br> employees/people |  | Sales |  | Others |  | Managers |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| B | New-hired employees |  |  |  |  |  |  |

Q1.6 Build an organizational structure

## 2- Planning Based on Tasks

- Core tasks are the main activities done by the workers
- Additional tasks - extra time needed for breaks, administration, and other extra activities which each worker together with the main tasks (normally are calculated as the $\%$ from the "core tasks".
- Total tasks -- the total amount of time spent for both core and additional tasks.
- Duration/ Task, min -- the duration of 1 task in minutes
- Total Duration, $\boldsymbol{h}$-- the total duration of 1 type of task in hours

TASK: Calculate the missing numbers in the table. Consider the following information per 1 day of work:

- Pizzeria works 12 hours per day; (1 FTE $=8$ working hours)
- Job-related tasks:
- Cook (prepare pizza)
- Waitress (prepare table, take the order, chat, billing)
- Barmen (Prepare drink)

| Assumptions |  | Tasks |  | Number of Tasks | Duration/ <br> Task, min | Total Duration, h |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Core Tasks |  |  |  | 41.66 (2) ? |
| Guests/Day | 300 | Prepare Table | 1/Table | 100 | 2 | 3,33 |
| Guest/Table | 3 | Take order | 1/Table | 100 | 3 | 5,00 |
| Tables/Day | 100 | Prepare Pizza | 1/Guest | 300 | 4min | 20 hours (1)? |
|  |  | Billing | 1/Table | 100 | 3 | 5,00 |
|  |  | Chat | 1/Table | 100 | 2 | 3,33 |
| Drinks per Guest | 2 | Prepare Drinks |  | 600 0,5 |  | 5,00 |
| Additional Tasks |  |  |  | 20,00\% |  | 8.33 (3)? |
|  |  | Total Tasks |  |  |  | $50 \mathrm{~h}(4)$ ? |

(1) - total duration of all "Prepare pizza" tasks, (2) - the total duration of all core tasks (3) - the total duration of all additional tasks, (4) - the Total duration of all tasks (Core and Additional Tasks)

HR planning and Job Analysis
Q2.1. What is the total workforce demand in a pizzeria in FTE?

- total workforce demand (FTE)

Q2.2. Calculate FTE demand for each job position (cook, waitress, barmen)?

- cook (FTE)
- waitress (FTE)
- barmen (FTE)

Q2.3. For which organizations can it be useful/possible to apply Task analysis for HR planning.

## Decision-making

NOTE! The following core jobs are considered (based on the list of tasks and analogy with similar businesses):

- cook, waitress, barmen
- the pizzeria is open 15 hours
- rush hours (lunch 12.00-16.00 and dinner 18.00-22.00)
- Task Duration (including add.tasks), FTE = total duration hours*\%of add. tasks/ 8 (1 FTE= 8 hours )

Q2.4. Make a job analysis for a pizzeria (suggest the tasks for main jobs: cook, waitress, barmen). Which support jobs will be needed (accountant, HRM manager, etc.)? Calculate the required number of employees for each job. Suggest on the working hours' organization (part-time, full-time) and job design (job sharing, rotation, enrichment, simplification). Explain your decisions.
Q2.5. Build an organizational structure.
Table - Job analysis and design.

| Job positions | Tasks | Number of <br> employees | Working hours <br> (full-time, <br> part-time) | Job design <br> (job sharing, rotation, <br> enrichment, simplification) |
| ---: | :--- | :--- | :--- | :--- |
| Main |  |  |  |  |
| $\bullet$ |  |  |  |  |
| $\bullet$ |  |  |  |  |
| $\bullet$ |  |  |  |  |
| Support |  |  |  |  |
| $\bullet$ |  |  |  |  |
| $\bullet$ |  |  |  |  |
| Manager |  |  |  |  |

## 3- Leading indicators

Q3. In which situation it can be useful for the company to use "Leading indicators" for HR planning? Why? Give an example of the company type.

## 4- Conclusions by analogy

Q4. When is it possible to make HR planning based on the "Conclusions by analogy"?

## Job description 1

```
Job Title: Service and Safety Supervisor
DIVISION: Plastics
DEPARTMENT: Manufacturing
```

SOURCE(S): John Doe
JOB ANALYST: John Smith
DATE ANALYZED: 12/26/11

## WAGE CATEGORY: Exempt <br> VERIFIED BY: Bill Johnson <br> DATE VERIFIED: 1/5/12

## Job Summary

The SERVICE AND SAFETY SUPERVISOR works under the direction of the IMPREGNATING \& LAMINATING MANAGER: schedules labor pool employees; supervises the work of gardeners, cleaners, waste disposal, and plant security personnel; coordinates plant safety programs; maintains daily records on personnel, equipment, and scrap.

## Job Duties and Responsibilities

1. Schedules labor employees to provide relief personnel for all manufacturing departments; prepares assignment schedules and assigns individuals to departments based on routine as well as special needs in order to maintain adequate labor levels through the plant; notifies Industrial Relations Department weekly about vacation and layoff status of labor pool employees, contractual disputes, and other employment-related developments.
2. Supervises the work of gardeners, cleaners, waste disposal, and plant security personnel; plans yard, cleanup, and security activities based on weekly determination of needs; assigns tasks and responsibilities to employees on a daily basis; monitors progress or status of assigned tasks; disciplines employees.
3. Coordinates plant safety programs; teaches basic first-aid procedures to security, supervisory, and lease personnel in order to maintain adequate coverage of medical emergencies; trains employees in fire fighting and hazardous materials handling procedures; verifies plant compliance with new or changing OSHA regulations; represents division during company-wide safety programs and meetings.
4. Maintains daily records on personnel, equipment, and scrap; reports amount of waste and scrap to cost accounting department; updates personnel records as necessary; reviews maintenance checklists for towmotors.
5. Performs other miscellaneous duties as assigned.

## Job Requirements

1. Ability to apply basic principles and techniques of supervision.
a. Knowledge of principles and techniques of supervision.
b. Ability to plan and organize the activities of others.
c. Ability to get ideas accepted and to guide a group or individual to accomplish the task.
d. Ability to modify leadership style and management approach to reach goal.
2. Ability to express ideas clearly both in written and oral communications.
3. Knowledge of current Red Cross first-aid operations.
4. Knowledge of OSHA regulations as they affect plant operations.
5. Knowledge of labor pool jobs, company policies, and labor contracts.

## Minimum Qualifications

Twelve years of general education or equivalent; one year supervisory experience; and first-aid instructor's certification.

Substitute 45 hours classroom supervisory training for supervisory experience.

## Job description 2

```
Job Title: Supervisor
DIVISION: Plastics
DEPARTMENT: Manufacturing
SOURCE(S): John Doe, S. Lee
JOB ANALYST: John Smith
DATE ANALYZED: 12/26/11
```

```
WAGE CATEGORY: Exempt
VERIFIED BY: Bill Johnson
DATE VERIFIED: 1/5/12
```


## Job Summary

The SUPERVISOR works under the direction of the MANAGER: plans goals; supervises the work of employees; develops employees with feedback and coaching; maintains accurate records; coordinates with others to achieve optimal use of organizational resources.
Job Duties and Responsibilities

1. Plans goals and allocates resources to achieve them; monitors progress toward objectives and adjusts plans as necessary to reach them; allocates and schedules resources to assure their availability according to priority.
2. Supervises the work of employees; provides clear instructions and explanations to employees when giving assignments; schedules and assigns work among employees for maximum efficiency; monitors employees' performance in order to achieve assigned objectives.
3. Develops employees through direct performance feedback and job coaching; conducts performance appraisals with each employee on a regular basis; provides employees with praise and recognition when performance is excellent; corrects employees promptly when their performance fails to meet expected performance levels.
4. Maintains accurate records and documents actions; processes paper work on a timely basis, and with close attention to details; documents important aspects of decisions and actions.
5. Coordinates with others to achieve the optimal use of organizational resources; maintains good working relationships with colleagues in other organizational units; represents others in unit during division or corporate-wide meetings.

## Job Requirements

1. Ability to apply basic principles and techniques of supervision.
a. Knowledge of principles and techniques of supervision.
b. Ability to plan and organize the activities of others.
c. Ability to get ideas accepted and to guide a group or individual to accomplish the task.
d. Ability to modify leadership style and management approach to reach goal.
2. Ability to express ideas clearly in both written and oral communications.

## Minimum Qualifications

Twelve years of general education or equivalent; and one year supervisory experience.
OR
Substitute 45 hours classroom supervisory training for supervisory experience.

Q5. Which parts are common in both Job descriptions? *Name 5 common parts

Q6. Which one out of two is more general and which one is more specific? For which type of organizational structure (hierarchical or flat) is it more suitable a general job description and for which one a specific one? Which job description will be applied by Prospectors and which one by Defenders?

| underline correct |  |  |  |
| :--- | :--- | :--- | :--- |
| Job description 1 | General/Specific | Flat/Hierarchical | Prospector/Defender |
| Job description 2 | General/Specific | Flat/Hierarchical | Prospector/Defender |

