

Unit 1. MANAGERIAL FUNCTION

Topic 1.1 Strategic role of Human capital

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Content

1. The Value of Human resources for the **Organization**
2. Human Resource **Management**
3. Environmental **trends** and HRM challenges

Practical exercises:

- Case study 1.1 - Strategy and HRM policies
- Ethical Question 1.1
 - Extra activity ***Kahoot 1.1***

1. The Value of Human Resources in Organization



Organization

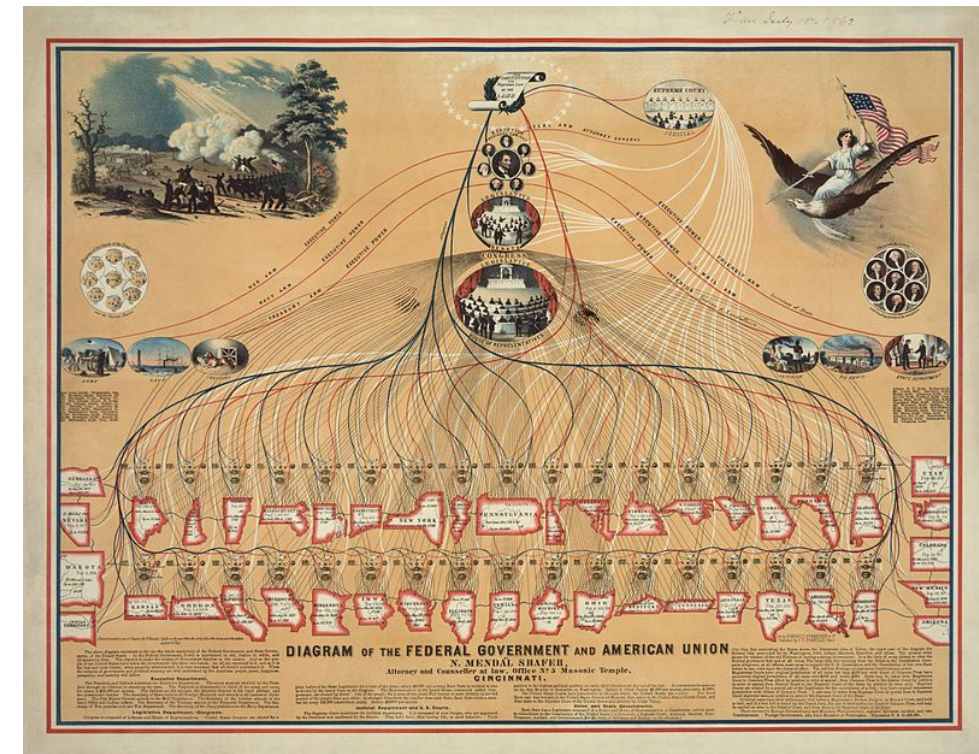
Organization is

- a group of people
- with a particular purpose,
- such as a business or
- government department.

The mission statement

- spells out its overall goal,
- guide the actions of an organization, and
- guide decision-making.

It provides "the framework or context within which the company's strategies are formulated".



"To connect the world's professionals to make them more productive and successful."



Organization

Types of organizations

- Private and public.
- Profitable and Non-profit
 - companies, corporations, partnerships, etc.
 - charities, voluntary association, etc.
- Governments and political organizations
- Armed forces
- Educational institutions


*Which purposes do they have?
What are their strategic priorities?*



Strategic Priorities

Google


FOUR SEASONS
HOTELS AND RESORTS

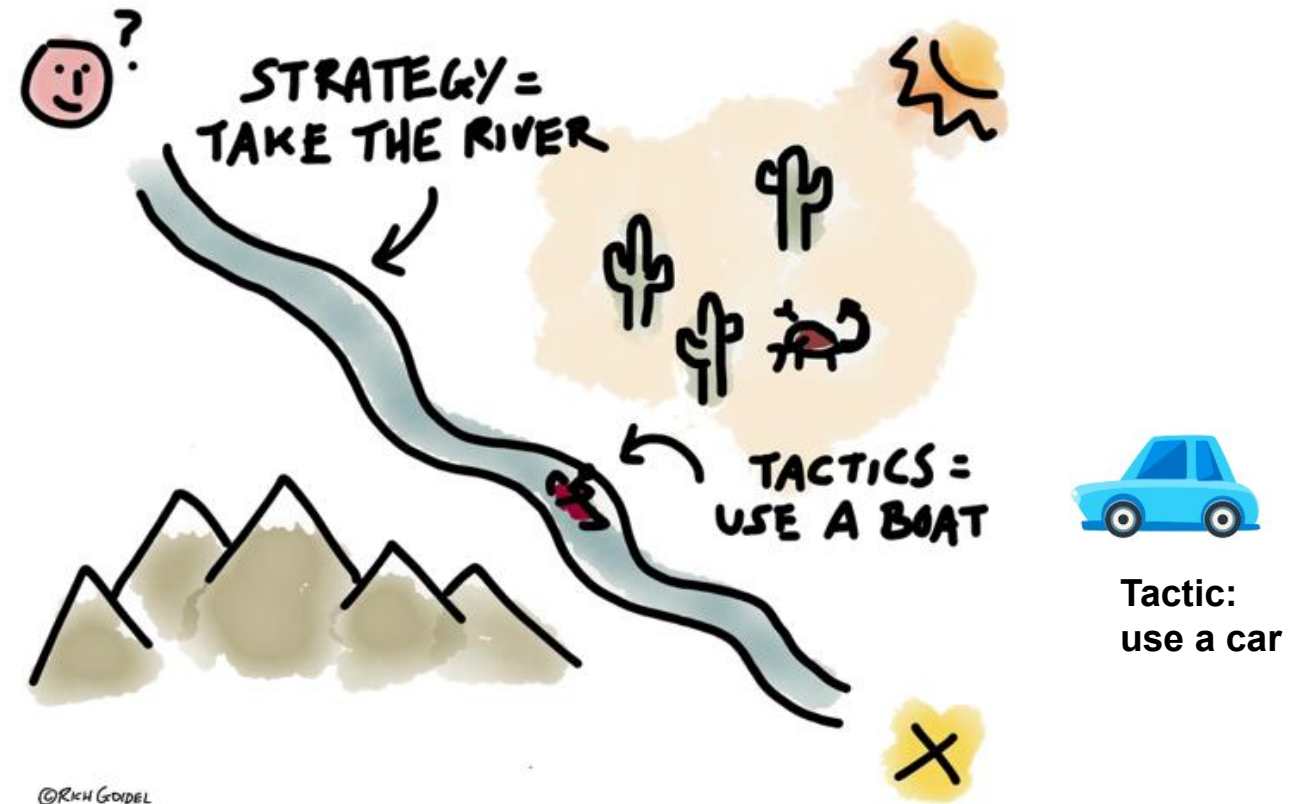
| Innovation | Brand | Price | Design | Quality |
|--|--|--|--|--|
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

How can the company reach strategic priorities /objectives?

Organization

What is strategy and what is tactic?

| Strategy | Tactics |
|-------------------|------------------|
| Planning | Doing |
| Large Scale | Smaller Scale |
| Why | How |
| Difficult to Copy | Easy to Copy |
| Long Time Frame | Short Time Frame |



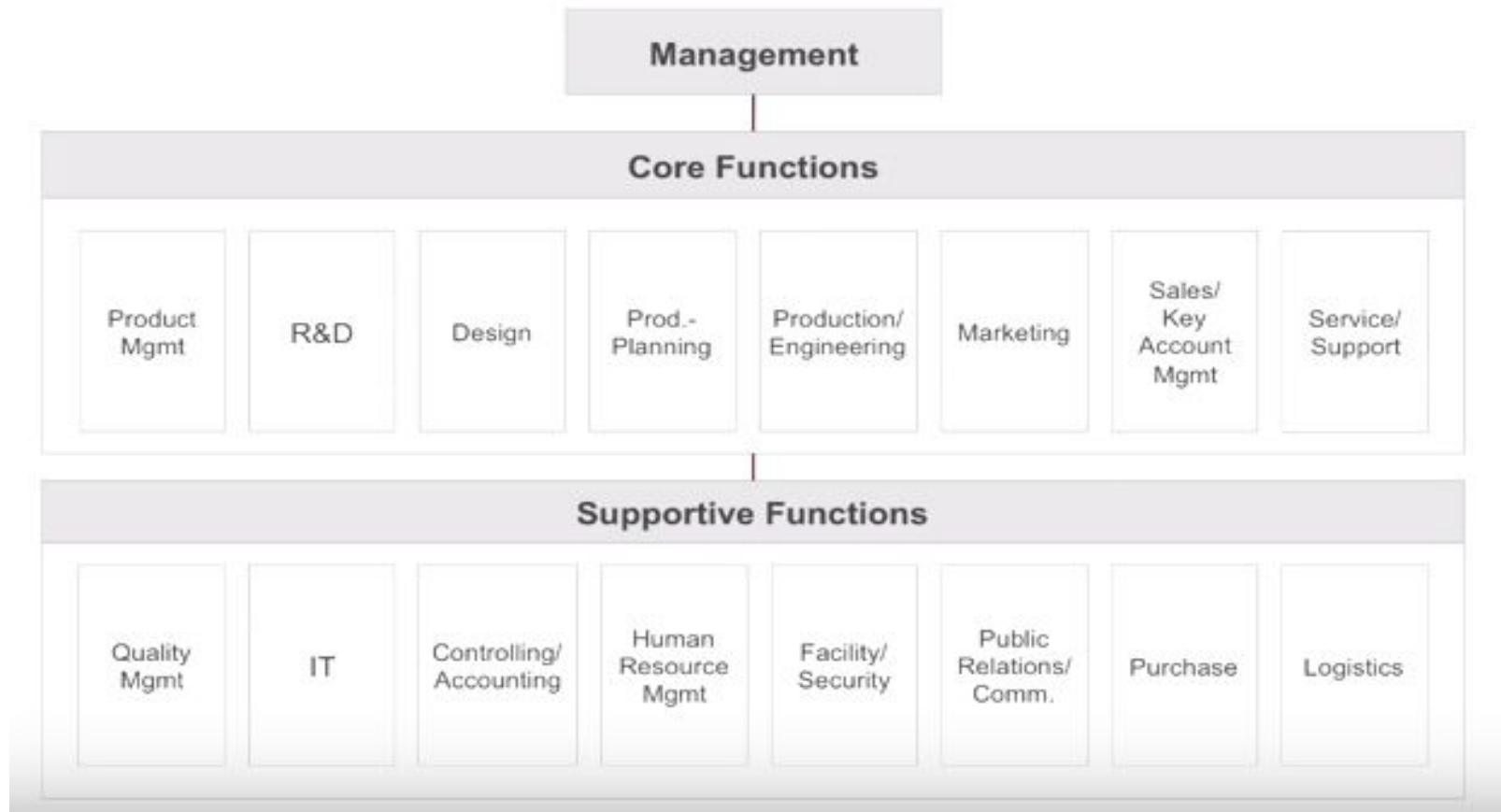
What does a company need to implement tactics?

Functions of organizations

Resources need to be organized and managed properly.
Which management functions are of the highest importance?

Resources

- Physical
- Human
- Financial
- Intellectual



Physical Resources (Things)



Buildings



Logistics infrastructure

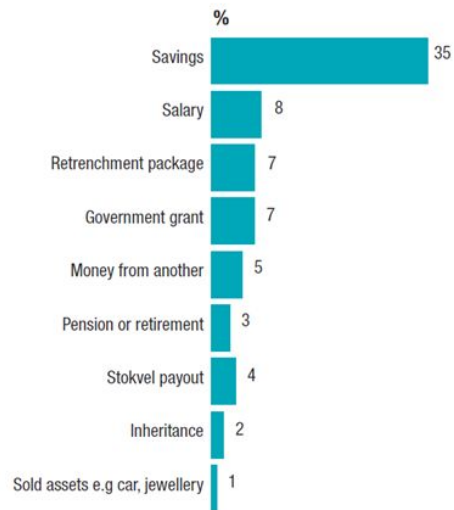


Cars

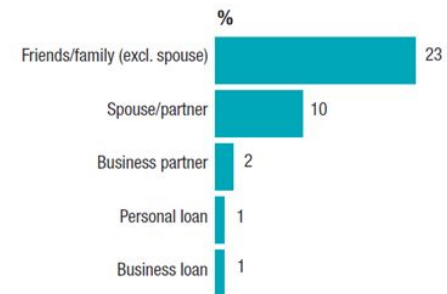


Financial Resources (Money)

Own money sources (65%)



Loans/money from others (37%)



Sources of financing



Intellectual Resources (Knowledge)



Brands



Company Secrets



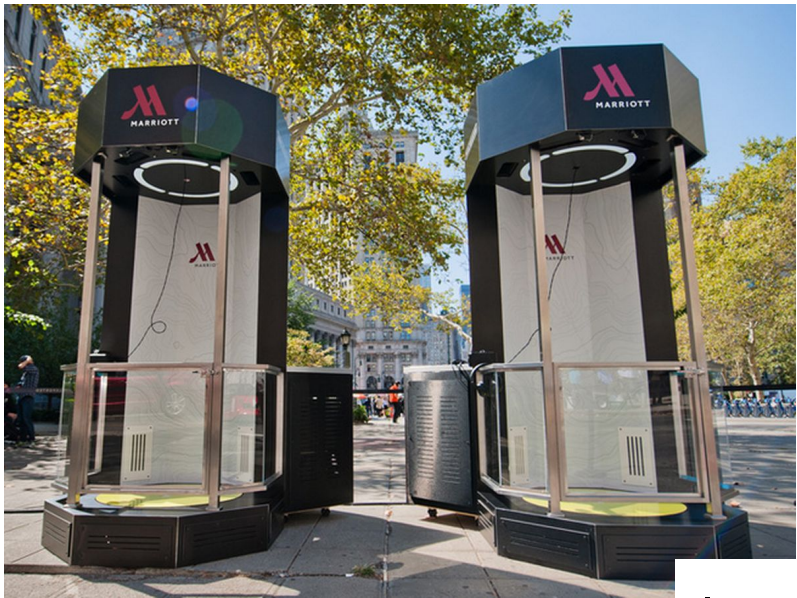
Copywrites



Patents



Databases



Innovation

three-minute trip to Hawaii before booking your stay

Human Resources (People)



Experienced Employees

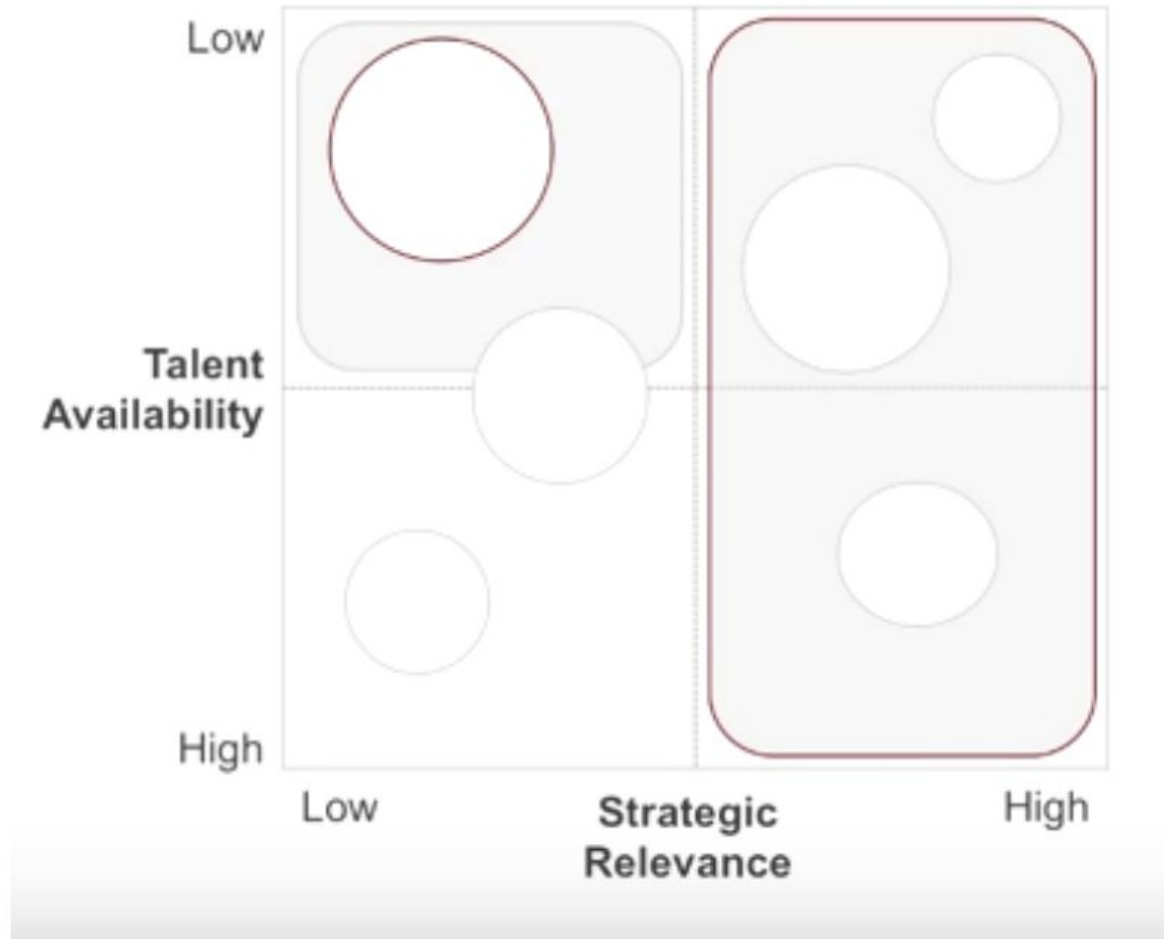


Expert Employees



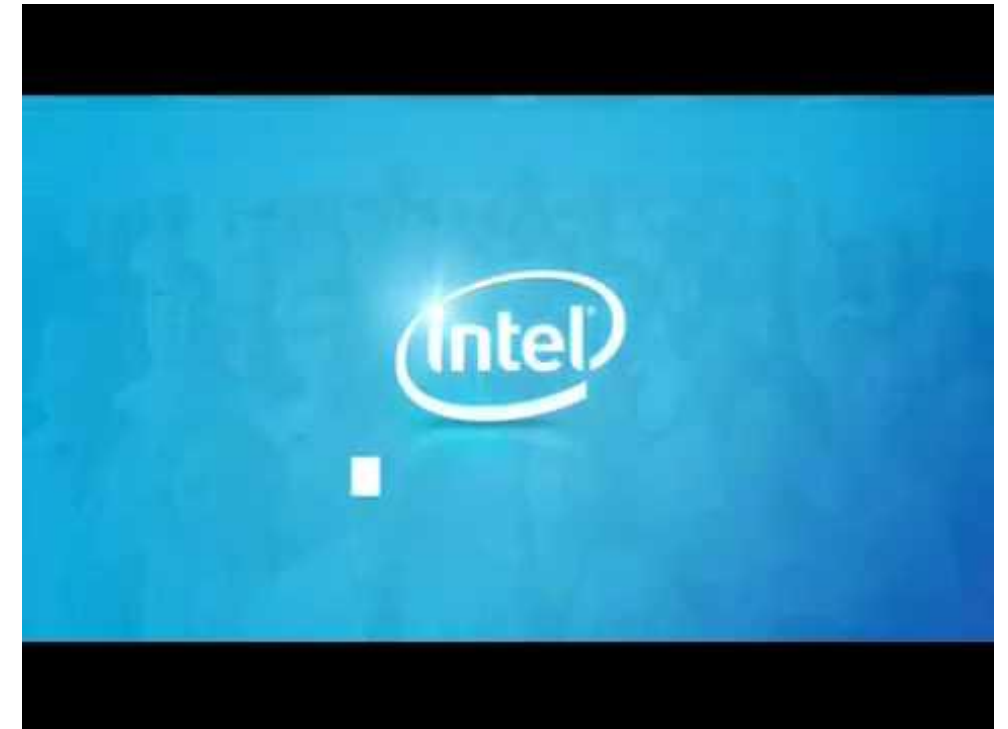
Skilled Employees

Strategic Relevant employees



Strategic Relevant employees

Example, Intel
Internal Marketing
The value of people



Do all organizations value people the same?

Which factors will affect the way how the company value its employees?

HR strategy

HR Strategy will depend a lot on the Company's overall strategy



The value of people for the organization



What is strategic Priority for Google?

What are strategic functions / departments?

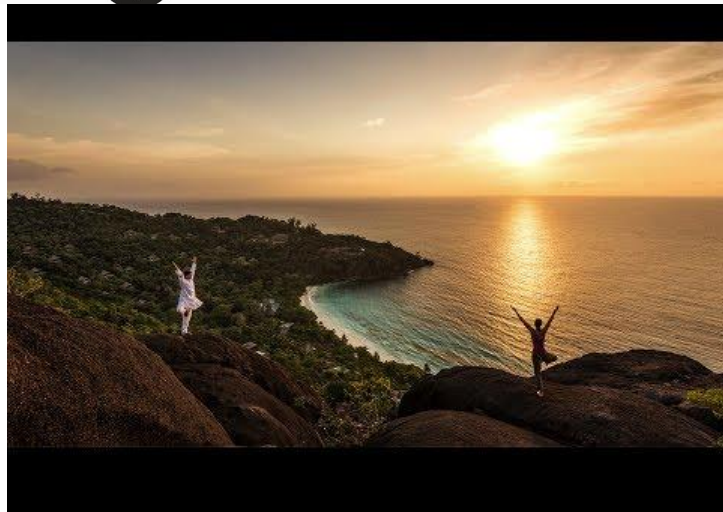
What are the characteristics of Strategic relevant employees for Google and Four Season?

The value of people for the organization



Four Seasons Hotels and Resorts ✓
32 812 подписчиков

ПОДПИСАТЬСЯ 32 ТЫС.



What is the strategic priority for Four Season Hotels?
What are strategic functions / departments?
Strategic Talent?

<https://www.youtube.com/user/fourseasons>



Prospectors vs. Defenders strategies in HRM

Team Task 1

HR Strategy will depend a lot on the Company's overall strategy

Review the Case content before the next class.

Prospectors emphasize growth and innovation, development of new products, and an eagerness to be the first in new-product or market areas, even if some of these efforts fail.

The prospectors are more flexible and decentralized organizational structures, value creativity and motivate for innovativeness by creating competitive working environment.

Defenders are conservative business units that prefer to maintain a secure position in relatively stable product or service areas instead of looking to expand into uncharted territory.

Defenders tend to be highly formalized, emphasize specialization and control, focus on egalitarianism to avoid employee competition.

Questions?

Definitions

Competence is the set of demonstrable characteristics and skills that enable and improve the efficiency or performance of a job.

Motivation - A person's desire to do the best possible job or to exert the maximum effort to perform assigned tasks.

Commitment to work or work commitment is defined as the level of enthusiasm an employee has towards his/her tasks assigned at a workplace.

Recruitment refers to the process of identifying, attracting, interviewing, selecting, hiring and onboarding employees. In other words, it involves everything from the identification of a staffing need to filling it.

Layoff - a temporary or permanent discharge of a worker or workers.