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Module Code: LCBB5004

Programme: BA Business Management

Module Title: Managing People

Assignment Title: Assignment-2

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Part 1: Referring to the current CIPD Profession Map

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Introduction

CIPD is an organization for the professions of human resource management. As ASDA is a British supermarket chain, its human resource practitioners follow different trained program that are provided by CIPD (Purcell, 2016). CIPD stands for Chartered Institute of Personnel and Development. ASDA can follow different commercial behavior of CIPD to improve their organizational activities. As CIPD focuses on the standard of excellence for employers, ASDA can develop their future promises to customers, enrich their knowledge value and can practice the ethics of organization through CIPD. So, CIPD has a larger effect on ASDA to achieve their organizational goals and can improve their professional performance.

Importance of CIPD behaviors for effective HR professionals working in the UK

Organization like ASDA faces different kinds of complex situations, CIPD develops skills for the HR professionals of ASDA to face those complex situations and achieve the targeted outcome. ASDA follows various kinds of strategies and planning to implement their organization's human resource functions to achieve their organizational goals (Harrison, 2018). CIPD defines definite rules, regulations and activities for human resource functions to develop their strategies towards providing superior value to ASDA customers. It provides proper guidance and constructive challenge to HR professionals. CIPD manage people and their performance in an efficient and effective way to provide corporate planning and objectives towards customers of ASDA. HR policies of ASDA helps to provide consistent and sustainable performance to consumers. The consistent and sustainable performance helps to create a sound psychological factor, a sound environment and create a positive image of ASDA. The main objective is to gain opportunity for the organization by implementing these human resource functions. Principles, rules, regulations and responsibilities of ASDA managers and employers are done with the policies of human resource. HR policies motivates peoples, employees and overall organization to the goal. Through the help of CIPD, ASDA defines a clear hierarchy of actions that improves the decision-making process by enhancing clear courses of actions (Parkers et al., 2019). HR policies implements different kinds of policy for the organization. Like, in UK an organization must go through with written and specific health and safety policy if the organization contain five or more employees. So, as a British supermarket chain ASDA follows all the policies and procedures to support their business strategy.

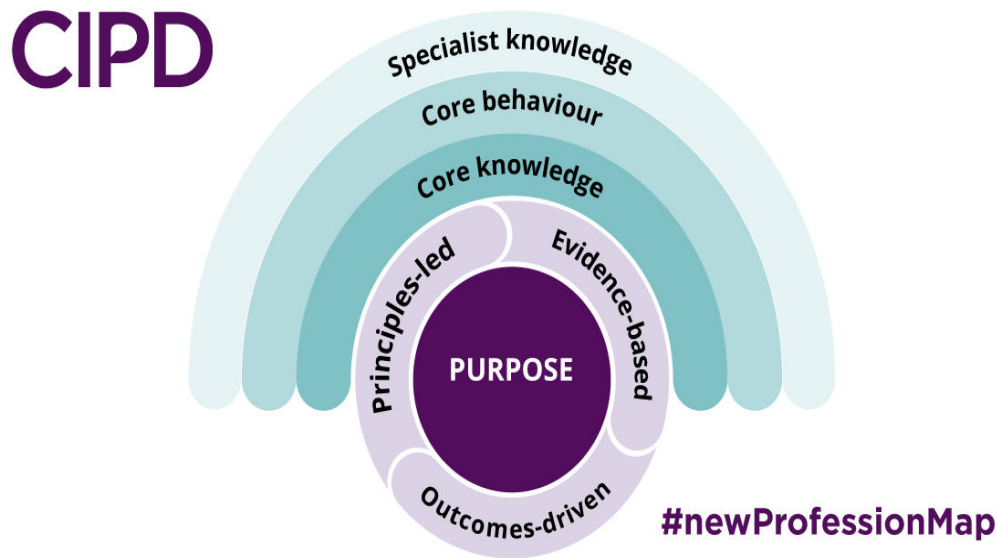


Figure: CIPD; Source: (Harrison, 2018)

ASDA can follow different steps with their human resource professionals by following CIPD procedures to enhance the activities and performance of their organization. Like,

Beginning employment: ASDA defines distinct rules, regulations and strategies when they are setting out their activities to achieve their goals. Right area, right plan and effective procedure can lead ASDA to a great start of their activities.

During employment:

Reward: Activities and good performance are recognized by ASDA and they give rewards to their employees based on their performance. Rewarding of employees increases the motivation and enthusiasm of employers (Higgins et al., 2019). Thus, they work with efficiently and effectively with the goals of ASDA.

Health, safety and well-being: Managers should focus on the health and safety issues of employees. Because employees are the main factors of ASDA production. Besides, they also focus on the well being of ASDA and can aim to lead ASDA as a top performance organization.

Learning and development: HR policies focuses on the skills development of employees. Learning and development procedures make employees more efficient and effective to carry on

their tasks of ASDA. It provides various courses and opportunities to work with ASDA strategies and planning. Thus, it led to a great success of ASDA.

Ending employment: The reasons behind employment redundancy, retirement, withdrawing from voluntary activities should be find out by the mangers. They must deal with those complex situations and take initial steps to overcome those (Martin et al., 2017). ASDA should focus on the long-term employment development and can gain the consistent performance of employees.

Extent that CIPD map could be applied to HR professionals working on a global scale regardless of sectors and sizes of organizations

Profession map sets the benchmark for people profession internationally. In CIPD person is not important but the position and activities of people are the main concern for their strategies. ASDA follows everything from the purpose of chartered institute of personnel development (Roper, 2020). ASDA uses professional map, because it helps ASDA to create their professional image, keep themselves with up to date and defines new professional body and future oriented activities. ASDA focus on to create value for consumers and make an impact on them by the using of CIPD manuals. It mainly focuses on improving the future output. ASDA also takes initiatives to deliver superior value and standards of professionals in a continuous way. CIPD helps ASDA to look the organization and determines how good they are or how they are doing enough! These evaluations provide ASDA to take more accurate and specific activities of production. It also defines the core values of people's profession (Maheshwari et al., 2017). ASDA should go with consumer perspective and provide the value according to consumers needs and wants of value. Besides, CIPD helps ASDA to develop their organizations image and supporting the activities with employee development. Professional map of ASDA provides the entire opportunities to human resource professionals and they follow it regardless of the organization's sizes, practices or sectors. Moreover, for written communication it may consume a lot of time, so ASDA must be aware of that kind of complex situations and to take remedial actions. Finally, we can say that through the help of CIPD, ASDA goes with delivering excellence that means ASDA builds and maintains efficient and effective service.

Conclusion

This report provides human resource professionals strategies to help ASDA. ASDA focus on to deliver excellence on a continuous way. They plan and implement their activities to provide efficient and effective service to consumers. Also, CIPD implements the strategies for ASDA to face complex situations and become more effective organization. Finally, ASDA functionate their tasks to both peoples and organizations performance and ensures that right people are in the right sectors.

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Part2

‘‘Labour market outlook-winter 21/22’’

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Introduction

ASDA is also termed as Asda stores Ltd. It was founded in 1949 and it is a British supermarket chain. Besides its activities in supermarket, it also offers insurance policy, payment services and provider of mobile phone. Across the world, Asda has 633 locations of their business activities, and they focus on everyone to be honest and open (Kashtanova, 2020). They go for the things and make those things happen. Asda work creatively as a group and gives importance on every person's input.

Foreword from the ASDA

Asda mainly concerns with an aim to protect the world and design it around us through sustainable practices. Sustainable development of Asda leads them to save their customer money, helps them reduce their production costs and the main purpose is to protect our planet. Asda takes short term and long-term plans to achieve their ambitions (Mendis et al., 2018). They focus on to increase their efforts for achieving greater impact. Firstly, the unemployment rate is high, means more people are available and waiting for work but can't be engaged in work. So, there are a higher people in the labor market. Despite employees trying hard to get engaged in any work, but lack of skills and qualifications they can't be able to do so. At earlier stage, the world faces pandemic so as Asda. With higher redundancy and lockdowns have created skills shortages in UK. Despite in UK there are many unemployed people, but they fall behind because of skills. Skills are most important in today's world to operate, run and maintain corporation like Asda. This report provides the new strategies that employers are doing to be engaged in a corporation. Besides, UK Government must define skills policy.

Key Points

- The net employment balance- difference between the employer's proportion that expect to increase staff levels and those that decrease the staff levels.
- Asda always concern about their organizational goal to save consumers cost and to provide best possible value (Wasala, 2020).
- With 145,000 Asda colleagues, they serve over 18 million customers.
- Supercenters, superstores, supermarkets, Asda living etc. are the major areas of Asda to achieve best value.
- Asda is also familiar through the world because they have been recognized as lowest-priced supermarkets for 23 years.

Recruitment and redundancy outlook

Redundancy in working hours are faced by many Asda workers. With 3,257 employees and 18 stores, Asda started a consultation. In 59 supermarkets, Asda is also developing their staffing levels. Asda is not going through to cut jobs in these stores but they want the motive and enthusiasm among employees to work with different departments when Asda required.

Asda treated a person as future leader, if the person has a unique and fresh idea. These ideas enhance the business forward. For graduate peoples and management persons, Asda go with ineffective recruitment process (Abedinia, 2016). Through online based recruitments Asda has three distinct strategies. Besides, Asda develops the process and ensures their activity through the competition. They have a strong base of resourcing team. Because they sifted 22,000 applications manually by five resourcing teams. Asda face the challenge to evaluate the applicant's value. As consumer is main concern for any corporation, Asda also focuses on to deliver superior value by assesses the candidate's values, faster recruitment process, reducing many administrative burdens and lastly, deliver candidates with higher value. The management application pack, the web sifter and the super sifters maintain the task of the overall recruitment process.

Explaining why public sectors in the UK is facing skills shortages despite the high unemployment rate

Reasons for UK facing skills shortages:

- Pandemic Situation; due to pandemic situation there are shortages of skilled workers in UK. So, UK Government must to take initiative steps to overcome this shortage.
- Fewer migrants in the labor market; due to pandemic and Brexit, peoples from all over the world can't enter UK. As a result, many skilled and experienced person can't engage into the UK market. So, this situation increases the shortage of skills in UK.
- Older people retiring; As their working activities comes to an end both the organization and UK Government faces skills shortage because of they are most skilled and experienced person in UK's economy.
- Younger peoples are in further education; so, UK faces shortage of skilled peoples with new technologies.

- Lack of technical education; educational institutions should provide their academic activities with business practices in practically.
- Lack of apprenticeship availability, weak infrastructure of an industry are also the skills shortages in UK.

Almost 500 leaders of medium businesses in UK sought out that UK is facing skills shortage which could be acts as a threat to UK's growth. Because of educational institutions doesn't coordinate their academic learnings with practical skills of business sectors (Davies, 2017). As a result, current graduates facing the problem. So, educational institutions should have to change their education system by coordinate their academic learning with practically business practices. Shortage of skills among peoples of UK lead UK to fall behind of 120 billion by 2030. Due to lack of technical educations lead to shortage of skills. Worlds are forwarding through automation and it can affect with low skilled employees. UK Governments running a few programs and strategies to overcome the shortage of digital skills (Hardill, 2020). Organizations like Asda develop their reskilling and upskilling strategies to boost up the performance management of the organization. And, Educational institutions practices the basic essential skills like solving of different problems, negotiation and intelligence to overcome the shortage of skills in UK.

Identifying and discussing Long-term labor market developments to address the skills shortages in healthcare sector professions in the UK

- 4% decreases in nursing leads to shortages in healthcare professionals in UK.
- Brexit issue results, excludes many European healthcare professionals which impacts in UK's healthcare professions.
- Less international recruits also increase the problem. As UK facing 100,00 staff shortages.
- Lack in trained staff creates skills shortages. So, UK Government must to rise training procedures for the developments of the staffs.
- Due to vacancies in adult care, healthcare professions is also affected.

Firstly, if an organization can understand labor market, the organization can develop effective policies which helps in creation of job. There are severe lacking skills for healthcare sector professions in the UK. Because of Brexit many European healthcare professionals leaved UK, as

a result UK facing skills shortage on the healthcare professions in UK (Hardill, 2020). UK government takes different strategies to overcome this problem.

Asda take some steps to improve the healthcare sectors. They launched Asda pharmacy, which provides suggestions on different issuance of health. Besides Asda pharmacy, travel service health, community pharmacy and pharmacy first to enhances the healthcare professions sectors in the UK.

Labour market outlook-Asda

In the UK, quarterly labor market outlook is the main concern. Labor market winter outlook defines demand for remaining employment score at recording levels, response in the most popular recruitment procedures, technically proportionate the employees to fill up the vacancies and a small number of employer's plan to reduce staff levels (Wetzel, 2016). Asda go with these environments and implement their strategies to achieve their goal. The overall procedure by Asda to cope up with the winter-outlook environment and become more efficient, effective towards consumer by providing superior value.

Conclusion

Through the report, the labor market of Asda, their strategies and procedures are analyzed. The lack of technical skills in UK can acts as threat to their growth, so they must run with their overcome strategies. Besides, Asda develops labor market at their own strategies, helps in the healthcare sectors in UK. So, that's all from the labor market winter-outlook.

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