

ASSGN. TITLE : **LEARNING AND DEVELOPMENT (PRESENTATION)**

MODULE NAME : **HUMAN RESOURCE MANAGEMENT**

MODULE CODE : **LCMB7000**

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GROUP : **THREE**

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LEARNING AND DEVELOPMENT

SONY'S PERSPECTIVE

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Aims and Objectives of this presentation

By the end of this presentation, We aim to make you appreciate;

1. The HRM and IHRM challenges faced by Sony Corporation
2. The solutions to these challenges
3. The importance of Learning and Development
4. The Benefits of Learning and Development
5. The Learning and Development strategies used by Sony to solve its challenges
6. The Learning and Development Training methods used by Sony

ORIGIN OF SONY

- ❖ Technology company
- ❖ Established in 1946 in Tokyo by Masaru Ibuka and Akio Morita
- ❖ Originally known as Tokyo Telecommunications Engineering Corporation
- ❖ Employs 109,000 people worldwide
- ❖ Produces and markets PlayStation, Television sets, cameras(photo & video) and music players etc.

SONY'S HRM & IHRM CHALLENGES

- **Handling remote onboarding.**
- **Mitigating security threats.**
- **Recruiting female employees (Gender equality).**
- **Managing remote contractors and labour costs.**
- **Increased Work-Family Conflict.**

SOLUTIONS OF THE HRM AND IHRM CHALLENGES

These solutions were implemented very quickly within the organization going from a paper based labour intensive process to a much more modern, engaging experience.

Solutions to the challenges

1. Standardization and Adaptation.
2. Sony can strive to standardize complex global processes and allow adaptability for local requirement in their training.
3. Geocentric Orientation.
4. They staff headquarters and subsidiaries with the most competent people, regardless of national origin.
5. Managers have global mindsets and are open to many different cultures
6. Normativism and Relativism

Solutions to the challenges

7. Specify training on top selling products in that country.
8. Improving Relations: It is proven that the promotion of written forms of communication among employees promotes transparency and staff.
9. Attempts to maintain workplace standards.
10. Instead of following local standards, develop global standards.
11. Sony's code of conduct
12. Sony's foreign subsidiaries

Diagram of ...



LEARNING AND DEVELOPMENT

What is Learning and Development (L & D)

Training or Learning can be defined as any organized activity or group of activities that contributes towards increasing the knowledge and skill of a person.

BENEFITS OF LEARNING AND DEVELOPMENT

1. Training boosts the performance of employees.
2. Less supervision.
3. Training helps management reduce cost.
4. Training helps management to improve upon their managerial functions.

BENEFITS OF TRAINING AND DEVELOPMENT IN AN ORGANIZATION

5. Employees become more loyal to their organizations.
6. Increasing the overall productivity of the organization
7. Training helps to avoid the accidents at the workplace:
8. Training helps in keeping employees up-to-date with technological changes
9. Training can lead to better customer service:
10. Training boosts employee morale:

Quote

**“Tell me and I forget , teach me and I may remember,
Involve me and I Learn.”**

Benjamin Franklin - Founding father of the United States

LEARNING AND DEVELOPMENT

STRATEGIES USED BY SONY

LEARNING AND DEVELOPMENT REQUIREMENTS / NEEDS

- Learning and development is one of the important aspects of human resources practices within organisations which plays an important role to succession of the organizations in this highly competitive business world.
- There are some of the needs/requirements of learning and development strategy for human resources practices.



LEARNING AND DEVELOPMENT STRATEGY

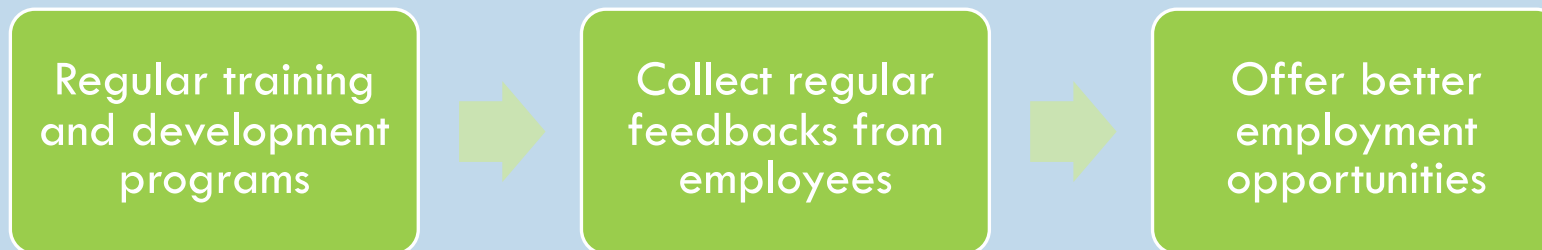


Create a value
based
diversified
culture

- It is one of the most effective strategy which would be considered as highly helpful to bring more effective outcomes in terms of better learning and development of the employees/ co-workers in the organisations.
- In this strategy, an effective value based diversified culture need to be developed. Under this strategy, primary focus on must need to be on training development of the employees so that it would be easier to make them prepare for diversified workplace culture.

PRACTICE ADOPTION OF THE STRATEGY

- The following are some of the particular practical adoption methods of this strategy within the human resources management.



BENEFITS OF THE STRATEGY

- With the help of adoption of this particular strategy for the learning and development of the employees, the organisations, employees and human resources management would be able to have different types of the benefits of this strategy.



CHALLENGES OF THE STRATEGY

Ineffective communication

Ineffective adoption of change management

Strategy does not have strong vision

- Designing and developing a new strategy to target learning and development of the human workforce is not easy task however the successful implementation of the particular learning and development strategy would be considered as highly difficult. There are various challenges associated with the successful implementation of the L&D strategy.

LEARNING AND DEVELOPMENT

TRAINING METHODS



TRAINING METHODS

Sony's training method is categorised into two types;

1. In house
 - Shadowing
 - Mentorship and Coaching
 - Apprenticeship
 - Secondment/ set up
 - Instructor led training
2. External or Off the job
 - Visual
 - Online
 - Class lecture and seminars
 - Distance learning

PROS & CONS OF IN-HOUSE TRAINING

Advantages

- It easier to manage, less cost and time.
- It helps staff/associate to develop their skills and capability through customaries job content.
- It helps staff/associate to advance their career.

Disadvantages

- Employee can easily pass on bad habits.

PROS & CONS OF EXTERNAL METHOD

Advantages

- ✓ Opportunity to acquired new ideas and experience from professionals.
- ✓ Ability to apply learning and practical skills in different perspective.
- ✓ It is efficient and effective for large group.

Disadvantage

- It consumes time and money.

DIFFERENCES BETWEEN IN-HOUSE AND EXTERNAL /OFF-THE-JOB TRAINING

Method	In-House Training/ On the job	External/Off-the-job Training
Location	Actual job location / On -site	Class room/ Online/ By Post
Approach	Practical	Theoretical
Time Consumption	Less time	More Time
Mode of Learning	By doing the task	By acquiring knowledge through External Experts
Cost Effectiveness	Yes, Cheaper	No, costly
Trainer	Manager/ Employees, internal trainers.	outside expert or organisation
Content origin	Created	Curated

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The background is a blue gradient. In the corners, there are white line-art illustrations of circuit boards or neural networks, with lines and small circles representing nodes.

THANK YOU



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Y Drindod Dewi Sant
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MODULE NAME : HUMAN RESOURCE MANAGEMENT

MODULE CODE : LCMB7000

ASSIGNMENT TITLE : REFLECTIVE REPORT

SUBMISSION DATE : 14TH DECEMBER 2022

Introduction

This is reflective report follows a group presentation as a partial requirement for the fulfilment of a master of business administration certification.

I strongly believe that, I did one of the best presentations. Being a class representative to the teachers and student committee of the University and also the group leader for the presentation, I had to lead by example as one of the qualities of a good leader. John Maxwell said that, "A leader is one who knows the way, goes the way, and shows the way". Bearing this quotable quote in mind, I was the first to present our group work so as to set the pace.

We had been tasked to choose an international organisation and prepare a presentation on the challenges its Human Resource Management(HRM) and International Human Resource Management(IHRM) faces, identify solutions to these challenges and find out how this organisation utilises learning and development as tool to overcome its challenges. We chose Sony corporation and broke down the topic into sub-topics as follows;

1. The HRM and IHRM challenges faced by Sony Corporation
2. Solutions to these challenges
3. Learning and Development
4. Benefits of Learning and Development
5. Learning and Development strategies used by Sony to solve its challenges
6. Learning and Development Training methods used by Sony

We shared out these sub-topics amongst ourselves. As the group leader, I first introduced the team to the panel of judges which comprised of our lecturers and the audience which was majorly fellow students, then I proceeded to present my part of the shared task, which included, the history of Sony corporation, the challenges faced by its Human Resource Management(HRM) and International Human Resource Management(IHRM) teams.

Critical Evaluation of the presentation

When the task was spelt out to us by the lecturer, I immediately felt that, it was an easy task because I had done a similar thing in my undergraduate course. However, It later proved a bit challenging due to several factors. I had difficulty understanding my colleagues most of the time due to their strong Indian accent and kept on asking them to repeat what they had said.

At times, I had to just guess or assume what they were saying to avoid irritating them with “come again”, “I beg your pardon” phrases. This assumption many a times ended up in an embarrassment. As we kept on collaborating, it eventually became easy to comprehend their accent.

Amongst the many things I learnt, the most distinctive, was the benefits of team work. I appreciated the importance of teamwork as a key for success when handling tasks of this nature. In a situation where individual members have their own perspective, various ideas can be developed. Additionally, I also realised that, the engagement of the team members, motivated me to offer my very best to the group.

Most of my group members were doing a class presentation of this nature for the first time and therefore, were not confident enough. As the group leader, I made use of my acquired leadership skills and experiences to them overcome their fears and they all eventually did an excellent job which enabled us to demonstrate our presentation skills to the lecturers and their feedback was amazing.

The presentation also made me discover that, challenging moments in life, can be turned into something amazing if we put enough creativity and effort into working on them as a team. Some of my group members, did not know how to design a presentation using Power point. Using my intuition, I initiated an impromptu power point design activities. At the start, some members felt that, I was being unfairly over bearing.

By challenging one another's preconceived notions of what would work and what would not, tension grew and as usual in this of situation, team spirit was negatively affected, however, the group quickly patched up misunderstandings and we came up with an impressive presentation. We were the only group that had a slides with an eye catching graphics. The theory of social interdependence, describes this kind of group interaction as "positive interdependence" (Johnson and Johnson, 2008, in Maughan and Webb, 2010). Several other research works also show that, learning can be enhanced through collaboration (Maughan and Webb, 2010). My knowledge of Belbin's team role model (1981, 1993) was particularly paramount on shaping how I responded to the negative atmosphere of the moment. The model defines a role by using six factors namely; personality, mental ability, current values and motivation, field constraints, experience, and role learning. In the same perspective,

Aritzeta et. al (2007) suggests that, although several factors affects a group's effectiveness,

close attention should be paid to the impact of individual differences that exist within any team in relation to the abilities to perform as part of a team. I knew that, we had to present a good work so as to attain good marks and achieving this requires me as a team leader to put the values of group diversity at the forefront.

Conclusion

Through this course assignment task, I have learnt that, group work is cumbersome because of the varied individual traits however, being calmness and patience eventually pays off. I say this basing on the point of disagreement where were some members of the group were not happy with my initiative to quickly equip them with Power point design skills. However, through tactical utilization of conflict resolution skills, group cohesion was restored, collaboration flourished and we eventually finished with a huge smile on our faces. Furthermore, I learnt that, “cooperative learning experiences encourage higher achievement.” (Maughan and Webb, 2010). This activity has enhanced my presentation and public speaking skills. It has also helped me to further appreciate the benefits of team work such as, building trust and increasing creativity.

Recommendation

In a future similar engagement, I will ensure that, I consult the team to understand their capability levels before commencing a program.

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