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Level 5

Programme: BA Business Management

Module Title: Managing People (LCBB5004)

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Assignment Title: Assessment 1

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Introduction

Before going for any business, it is important to understand the competitive landscape of the environment. Managing resources is another vital task of management to utilise the usage of resources. Both the external and internal factors influence the management of an organisation. The maintenance of human resource management is a critical process but significant for any business organisation. This report will contain a CIPD professional map to give an understanding of professionalism. Human resourcing functions will be also discussed in the next task. Human resourcing activities will be presented with examples that will help to have a clear vision about what to do under human resource management.

TASK-1

HR professionals

Each profession has its responsibilities and guideline. A professional map can direct the performance of the professionals. It is the proper guideline to guide the people in an organisation. Human resource professionals are facing continuous changes in techniques and activities (Dessler, 2020). An HR professional should adopt different strategies and techniques to sustain in this changing business environment. The main task or job of the professional is to make strategies and find out ways to implement them. An HR professional should be efficient enough to handle difficult situations.

CIPD Professional map in the HR profession

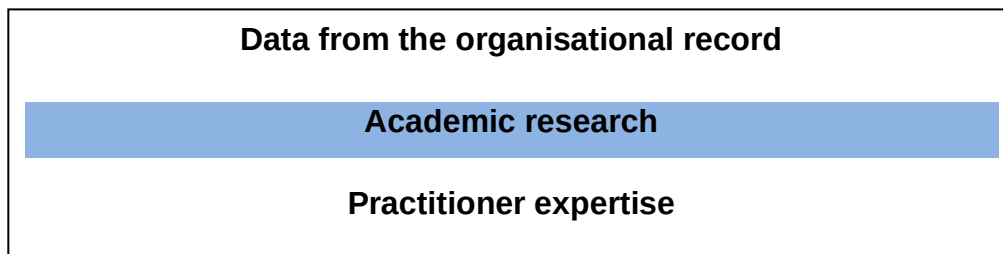
CIPD map helps the manager of HR to enhance the standard of their job. It encourages professionals by providing guidelines and direction to become successful. Some strategies are presented in this map by which professionalism can become stronger (Uppathampracha, 2019). According to the CIPD professional map, focus on organisational performance is necessary. This map provides clarity about the performance, skills, and expertise of the human resource managers. The career of the HR professional will get developed day by day after adopting or following the map. This map provides direction about highlighting the opinions of people. Future moves of the professionals get improved. This map provides an understanding of different knowledge areas. The main purpose of the CIPD map toward the HR professional is to keep the future perfect and fit. It enables people to communicate with people worldwide. The core knowledge is about making a strong foundation of people in the organisation. There are three types of professional values as-

Principles-led: There are clear directions by the means of principles and beliefs. It suggests the following three things. One is it is important to consider work. Another is to value people and their opinion. The last thing is to maintain professionalism.



Figure 1: CIPD professional map (Uppathampracha, 2019)

Evidence-based: Several important decisions are made by HR professionals. Those are directed to make by considering different shreds of evidence from the past. Various sources are used to make important decisions under this map like-



Outcome-driven: Outcome can be the best measure of the performance of HR professionals. The overall benefit of the people and the organisation is considered. There will be a balance between the organisational outcome and people's outcome.

The map of professionalism also needs to change as per the change in the modern world (Perrewé, 2018). It is the age of technological development and globalisation. So, the map should be updated according to the need and change in human resource management. Value-based decisions work best for organisations and human resourcing of the organisation. There are directions about different opportunities available for the professionals by following the map.

TASK-2

Organisational Objectives – Tk Maxx

Each organisation has individual objectives which can be short or long-term. The organisation and managers should perform tasks to fulfill those objectives. The goals of the organisation can come closer by following the objectives. There are also some activities of human resourcing like planning, selecting, and recruitment. TK Maxx is a big name of fashion brand which is the subsidiary of an American brand. It serves in different countries like- the United Kingdom, Germany, Australia, Netherlands and other countries. There is products like- clothing, bedding, footwear. There are about 596 stores in the UK. The human resource management department should consider the activities to manage human resources by following some strategies.

Planning:

Human resource planning is determining the people and manpower who can meet the necessities of the organisation within a specific period. Some of the objectives of human resource planning are:

- ✚ It provides information about the availability and usage of human resources on a large scale which directs to take important business decisions. Management functions can also get benefits from that information in the case of TK Maxx.
- ✚ Proper utilization of resources is another important objective. Manpower should be utilised with full efficiency to assure a quality outcome.
- ✚ The planning of human resourcing can also create economic development at the national level. There are outcomes like creating employment; increasing GDP can some sign of economic development.
- ✚ There is another objective behind the planning of the clothing company, which is to analyse the running workforce for further development. The strengths and limitations of the workforce can be monitored by this planning process.
- ✚ The planning of the human resource department allows TK Maxx to bring change in the overall management process by following the CIPD professional map. Each resource should be utilised effectively.

There are some definite purposes behind the process of planning. The first reason is to determine the level of recruitment which is followed by TK Maxx. Another reason is to avoid wastage and dismissals. The anticipation of redundancies helps the organisation to adopt strategies. This clothing company can make design and planning of different development programs with the help of this planning process.

Strategic planning of human resource management needs to go through the study of financial indicators (Marie Ryan, and Derous, 2016). The role of the professionals is to gather knowledge about the market and competition and analyse them. Planning can be for the short and long term. This sets the perimeter of priorities of a role for human resource managers. The mission of TK Maxx is achieved through this planning process under human resource function. It is the role of the professionals to maintain the skills and competencies of the employees within the business.

Recruitment and Selection:

The process of recruitment and selection helps the organisation to fulfill the objective to get the best human resources out of many. It is one of the difficult decisions for a human resource manager to find out the most eligible one (Perrewé, 2018).

Recruitment and selection during Covid19

During COVID19, TK Maxx has to take complex decisions to close some of their warehouses and stores to maintain safety. TK Maxx changed the recruitment process and makes the overall recruitment process online. This year, due to public health guidelines, face-to-face interviews and the recruitment process must be canceled, and for this, the organisation is avoiding meeting applicants directly (Haas et al., 2020). When new staff is recruited, the administration of TK Maxx takes reasonable measures to ensure the safety of the new staff. For example, candidates are going through an online interview for a specific job role. In case of recruitment for an emergency, providers have to consider relevant payment by check from the employee development fund. There are some important things to consider before recruiting during Covid19:

- ❖ First, they inform people about TK Maxx are hiring people for specific vacancies.

- ❖ A detailed recruitment procedure is prepared by TK Maxx to give knowledge about the organisation and detail of the vacancies (Bryson et al., 2020).
- ❖ This organisation is quite realistic about the recruitment procedure and process.
- ❖ The existing candidates are given priorities by the organisation.

There are a standard and permanent process of screening that is adopted by the selection process of the organisation. The objectives behind the process of selection and recruitment are various, but the main objective is to find out and employ an efficient workforce for the business organisation. Some other objectives are:

- ✚ Making the large pool to hire the best possible workforce for TK Maxx.
- ✚ The organisational goal and aim should be achieved through this process of selection and recruitment.
- ✚ It is another motive behind proper recruitment to find out employees who will be committed to TK Maxx.
- ✚ The human resource management department must maintain social commitments by hiring employees who are responsible for the values, culture, and goals of Lewis.
- ✚ The reputation of TK Maxx should be maintained by making the recruitment process fair and based on merit. It will provide long time benefits for the organisation (Kosheleva, and Bordunos, 2018).
- ✚ Out of the different selection and recruitment processes, the organisation chooses some important techniques to fulfill the overall method.

There are some other objectives also. For example, this process can be done for analysing the job and vacancies. Thus, the human resource professional get an understanding of what types of the workforce should be recruited. There are some other crucial benefits. They can be derived from internal as well as external recruitment. After completing the planning about hiring people, the selection process begins and then finally the recruitment. First, human resource management must find out the source to find appropriate people. In the case of hiring people from TK Maxx, current employees are the main point of attraction (Marie Ryan, and Derous, 2016). For this, it is important to motivate the employees regularly and make programs to reduce the monotony of the business organisation.

It is another technique of TK Maxx to increase employee loyalty by offering different opportunities. Internal recruitment is the safest way to select people as they have already proven their capabilities. Another way to recruit the workforce is by external recruitment. There are several advertisements, campus activities, agencies of TK Maxx to recruit efficient personnel for the organisation. It is the strategy of the company to make the largest possible pool to recruit people (Harrison et al., 2020). The organisation allows candidates from different backgrounds. Thus, the most eligible candidate can get a chance.

Influence of internal and external factors on managing resources

Both factors drive the management of resources. Those factors play an important role to indicate the success of the organisation. Some of the factors affecting resource management are as follow-

Level of Growth

The growth rate is one of the important factors while recruiting a workforce. Proper recruitment and manager can increase the growth of the company also. Thus, TK Maxx imposes more importance in the process of hiring employees (Kosheleva, and Bordunos, 2018). The environment and culture of the company is a great source to get hints about what types of employees are appropriate for the organisation. The job description should be clear enough to make sure that there will be qualified employees to fulfill positions. Downward performing companies have a lack of employment growth also. People have the high trust of companies with high-level growth. Employee retention rate is a clear indicator of the prosperity of the organisation.

Technology and development

Technology and globalization are the most effective factors which have an impact on the overall human resource management process of an organisation. The planning process can get affected by the large expansion of technology (Dessler, 2020). Globalisation makes it possible to hire employees or workforce from abroad also. Management of resources can get huge chances to manage employees easily using advanced technology and run the business with full efficiency.

Online benefit management is one of the processes which also help TK Maxx to manage employees. The human resource management department can get more knowledge about the process of recruiting and training employees.

Available Labor Pool

Human resource management must maintain a standard staffing method and make good planning of the workforce. The labor market availability is one of the major external factors which have a great impact on the overall process of recruitment or staffing. This factor gets affected by the unemployment rate of the country (Boon, Den Hartog, and Lepak, 2019). The factor is about the availability of qualified and appropriate candidates for the specific vacancy. TK Maxx has some requirements when to select or recruit a workforce. So, it can be difficult sometimes to find out the perfect employee for the vacancy.

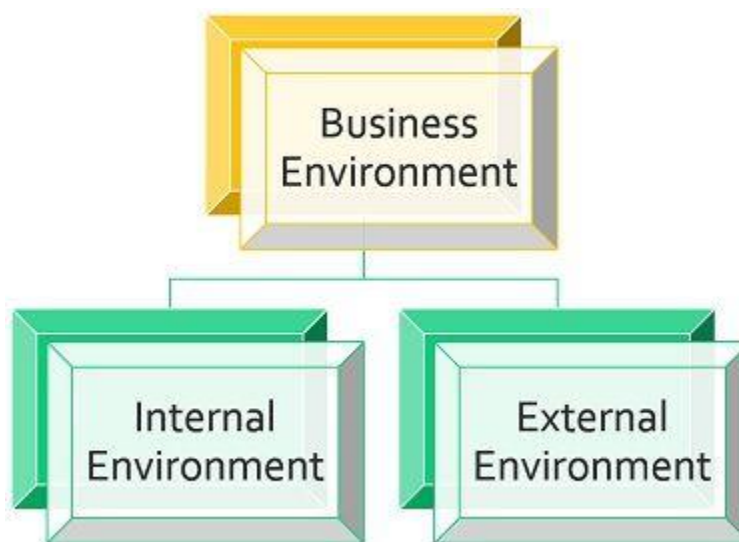


Figure 2: Business Environment (Bandt, and Haines, 2017)

Geographical Location

The location of the organisation is another vital factor that can help to make a pool of employees (Ahammad, 2017). TK Maxx considers this factor as the game changer while recruitment begins. There are some countries where labor is enough reasonable. There are some regions where it is very difficult to hire people because of availability. There are also some reallocation packages for people.

Government Regulations

The organisation must follow the rules of regulation of the country and follow the instructions of the government. Human resourcing also gets impacted by several governmental rules and regulations. Regulations can get the ability to give direction about the process of hiring and employee management. There are some laws of each country which need to be followed. Lawsuits need to be followed also. Several examples can be settled as America, and the UK has some regulations for which organisations have to restructure (Harrison et al., 2020). Reasonable opportunities are also required to be maintained in some cases due to the regulation of the country.

Like those, various factors can drive the overall process of employee recruitment and training by organisations. Those can also help the human resource management department to make important decisions.

Conclusion

Managing people is one of the most critical tasks, and there are several strategies to manage and hire people. Scholar has a different opinion regarding the recruitment of workforce. Workforces are the most valuable resources of any organisation and factors from both internal and external forces. Professionalism is a great thing to consider for any profession. The human resource manager can follow a map of professionalism to match the modern world through different techniques and strategies. CIPD profession map is one of the modern and current solutions to make the professional world easier. Human resource management should follow the rules and regulations as an external factor when recruiting.

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