

MANAGING PEOPLE
LCBB5004
University of Wales Trinity Saint David

Topic: **MICROSOFT**

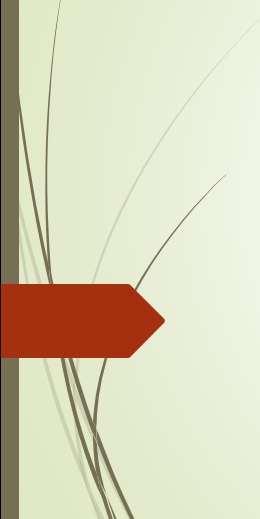
Student name : **Balaban Oana**

Student ID: **1911819**

Lecturer: **Dr Olusoyi Richard Ashaye**

Presentation Date: **19 December 2021**

CONTENTS



Introduction
History of Microsoft
Planning Activities
Recruiting Activities
Selection Activities
Internal Factor Analysis
External Factor Analysis
Conclusion
Reference List

INTRODUCTION

- *People management* showcase a significant role to *hire efficient candidates* in order to maximize business.
- People management have the capability to *evolve employee morale*.
- The major focus of the study is to portray the *planning activities* of *Microsoft* during *Covid-19 pandemic*.
- The significant study illustrated the *recruiting activities and selection activities* of *Microsoft* in Covid-19 pandemic.
- The study also evaluated the *internal and external factors* of *Microsoft* during the outbreak of Covid-19 pandemic.



People management showcases a major role to recruit efficient candidates that assist to maximize the business of Microsoft. Apart from that, people management also has the capability to develop employee morale. The significant study mainly portray the planning activities of Microsoft in Covid-19 pandemic. The major focus of the study is to illustrate the recruiting and selection activities of Microsoft. The study also portrays the internal and external factors of Microsoft during the outbreak of Covid-19 pandemic.

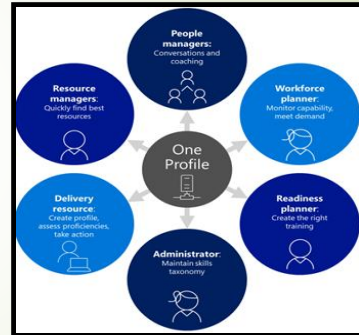
HISTORY OF THE MICROSOFT

- From a passion for programming, starting with the Basic concept, Bill Gates and Paul G. Allen founded **Microsoft** in 1975 in Seattle, derived from the word's *microcomputer* and *software*. In the years that followed, Microsoft produced important software, as well as producing the essential software for the *first IBM PC MICROSOFT computer*. Gregg Pascal Zachary (2020)

From a passion for programming, starting with the Basic concept, Bill Gates and Paul G. Allen founded **Microsoft** in 1975 in Seattle, derived from the word's *microcomputer* and *software*. In the years that followed, Microsoft produced important software, as well as producing the essential software for the *first IBM PC MICROSOFT computer*. Gregg Pascal Zachary (2020)

PLANNING ACTIVITIES

- The famous American technological organization Microsoft has planned to **shift their employees working time** during the recent Covid scenario.
- Furthermore, the organization has also provided **work from home** facilities in order to maintain the **Covid 19 guideline** properly within their organization.
- Mercurio and Merrill (2021) has interpreted that **Microsoft 365** group has planned to use their collaboration tools like **Share point** and **One drive** in order to organize their employees for every activity within the pandemic situation.



Based on the above analysis it can be demonstrated that Microsoft has planned to make effective strategies in order to attain their targeted business objectives within their operating market. The effective planning strategies such as **shifting the working schedule of employees** in order to maintain progressive business infrastructure has helped the brand to organize their workplace during **Covid scenario**.

PLANNING ACTIVITIES

- Ilag (2018) narrated that Microsoft organization's HR managers have planned to provide motivational and encouraging training to their employees in order to make a progressive work culture within their business.
- Human resource managers of the specific technological Organization also have planned to make easy communication processes within their targeted customers through recruiting efficient talents.

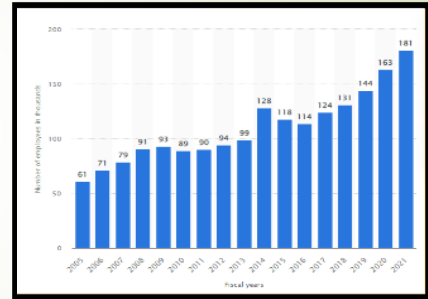


Such a process of shifting time schedules has also helped the famous technological organization to maintain safety within the workplace during the **Covid 19** scenario. Furthermore, it has been observed in the above study that the famous **American technological organization** has also planned and provided **work from home facilities** to their employees so that they can maintain proper distance within their employees. However, in order to collaborate with every employee during their work from home services the organization has also planned to use their collaboration tools like **Share point** and **One drive** for collaborating with their employees.

In order to motivate as well as encourage every employee within the organization Microsoft has also planned to provide motivational training for their employees so that they can avoid toxic situations within their business process. Moreover, considering the business objectives like engaging more customers within the organization, the human resource team members of the organization have also planned to hire more efficient employees within their business process.

RECRUITING ACTIVITIES

- Recently, Microsoft has adopted the Digital recruitment process during the *Covid pandemic situation* (Microsoft, 2021).
- According to the analysis of Moss et al. (2020) Microsoft uses recruitment portals like *LinkedIn and Total jobs.com* in order to hire efficient employees.
- The human resource team members of Microsoft have managed to hire **181,000 employees** from the global location in order to achieve their business objectives in 2021 (Statista. 2021a).



The specific American technological brand has taken an initiative to hire their candidates through applying **digital recruitment** processes within their businesses. In this context, Microsoft is taking interviews as well as assessing their chosen candidates' talents through using video conferences and audio call tools like **Microsoft Team** for their hired candidates. Moreover, the human resource managers of the specific brand also use portals like **LinkedIn** and **Total jobs.com** in order to hire efficient candidates within their business process.

RECRUITING ACTIVITIES

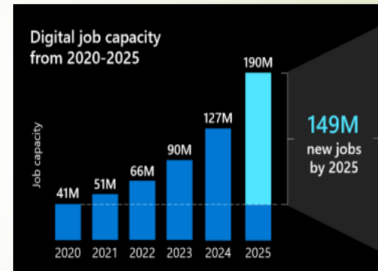
- Microsoft uses human recruiters as well as automated intelligence in order to recruit potential talent within their organization (Microsoft, 2021).
- Human resource managers of the specific organization also explain their required skills within their job advertisements like Endpoint configuration manager, Application developer for cloud and Microsoft dynamic 365 developer (Microsoft, 2021).



Furthermore, based on the above analysis it has been observed that Microsoft has managed to hire **181,000** employees from the global locations. Such a recruitment process within the global pandemic situation has also helped the specific brand to perform well within their CSR activities like resolving **unemployment** from the society. In this context, based on the evaluation it has been observed that human resource managers of this specific organization provide effective contents within the above-mentioned job portals in order to hire required talent within their business process. Human resource managers of Microsoft specify their required skills talents by specifying **Endpoint configuration manager, Application developer for cloud** and **Microsoft dynamic 365 developer**. In this context, the human resource managers also organizes their overall business structure and attains competitive benefits from their business operation though hiring efficient talents from global labor market.

SELECTION ACTIVITIES

- During the pandemic of *Covid-19*, Microsoft launched “*Global Skill Initiatives*” that assist 25 million people adopt digital skills (Microsoft, 2021).
- Analysing the report of Bbc, the president of Microsoft announced to promote essential skills to “*25 million people*” globally (Bbc, 2021a).
- During the outbreak of *Covid-19*, Microsoft president decided to deliver new skills to evolve the economic condition.



During the outbreak of Covid-19 pandemic, the president of Microsoft decided to continue the remote work option that assists the organization to hire effective employees in the pandemic situation and, also assist to develop the way of work. Apart from that, in the pandemic situation of Covid-19, Microsoft also launched “*Global Skill Initiatives*” in order to adopt digital skills that assist to maximize the business of Microsoft. Apart from that, the above-mentioned initiatives also assist a minimum “*25 million people*” globally.

SELECTION ACTIVITIES

- Microsoft donated a minimum “\$20m (£19.6m)” to increase the skills of employees during the pandemic situation of **Covid-19** (Bbc, 2021a).
- Analysing the report of Bbc, the president of Microsoft decided to continue the remote work option to develop the way of work and hire candidates (Bbc, 2021b).



On the other hand, Microsoft also donated a minimum “\$20m (£19.6m)” in the training and development section that assists employees to increase their skills. Apart from that, in the pandemic situation of Covid-19, Microsoft promoted the training and development department to increase employees' digital skills in remote work. Microsoft continues some roles that evolve the way of training and assist to increase the way of work. Apart from that, in the pandemic situation minimum 80% employees of Microsoft support the “Global Skill Initiatives” and remote working process. Apart from that, Microsoft planned the training and development period from 2018, but due to the outbreak of Covid-19, the well-known organization contributed “\$20m (£19.6m)” to increase employee's skills. The well-known organization mainly uses proper technologies and data to increase the skills of their employees. Apart from that, the organization mainly wants to empower their consumers through their employee's skills. On the other hand, due to the pandemic situation of Covid-19, the well-known organization also promotes a “system of learning” to assist their employees to grow their knowledge about additional resources and tools.

INTERNAL FACTOR ANALYSIS

Strength	Weakness
•Microsoft is well known as the leading organization of Software. •The well-known software company increased the revenue minimum 70% through remote work in the pandemic situation of Covid-19. •The market share of the leading software organization also increased 3%. •The constant growth of this organization has the capability to demonstrate the cloud business. •Analyzing the report of Statista, Microsoft recently promoted the "Stock Keeping Unit" that assists the "multi-billionaire" business (Statista, 2021b). •The giant market capitalization assists the organization to be ranked "second-largest" software organization.	•Cyber Crime cases are the major weakness of the well-known software organization. •During the pandemic situation, poor growth of hardware product showcases also a major weakness of Microsoft. •Poor market share due to Covid-19 pandemic is also a major weakness of the well-known software company (Bbc, 2021b). •Unsuccessful accession is another major weakness of Microsoft.
Opportunities	Threats
•The growth of cloud business is an essential opportunity for Microsoft to maximize the business during the outbreak of Covid-19 pandemic. •Massive opportunities of Artificial Intelligence assist the Software organization to improve their investing areas. •Apart from that, a developed strategic partnership and alliances have the capability to produce a huge profitable opportunity to grow the business. •A developed cost leadership and sales strategy assists the leading Software organization to increase the revenue (Microsoft, 2021). •Apart from that, the solution of remote work assist minimum of 25 million users and also helps to increase the revenue of Microsoft.	•Several workforce related controversy or HR related argument is showcase as a huge threat to the leading software organization. •Apart from that, aggressive competition for the position of Microsoft market is also a huge threat to Microsoft. •Apple, and Google are the main competitors of the well-known organization Microsoft. •Consumers changing preference is also a huge threat to Microsoft. •Apart from that, the issues of software privacy have the capability to affect the security of Microsoft.

The above-mentioned table portrays the strength, weakness, opportunity, and threats of the leading company Microsoft. Apart from the well-known software organization have the capability to identify the weakness and threats in order to rectify those and increase the business.

EXTERNAL FACTOR ANALYSIS

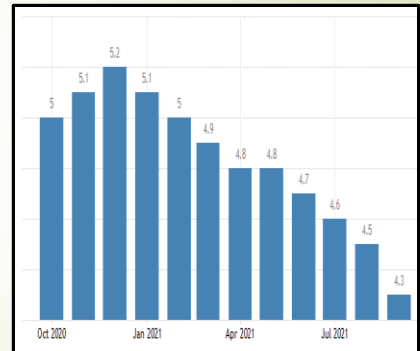
- **Political:** *Brexit* situation in the UK.
- Recent *Covid 19* situation.
- **Economical:** The UK exchange rate has increased by 1.35% in 2021 (Statista, 2021c).
- Inflation rate increased by 2.19 % in 2021 (Statista, 2021d).



Based on the above analysis it has been demonstrated that Microsoft has an effective external influencing factor that is helping them to gain their expected business goal from their operating market. Brexit and the recent Covid 19 situation has created issues in managing employment within Microsoft organization as they were required to manage their employees considering the regulations provided by the government within both scenarios.

EXTERNAL FACTOR ANALYSIS

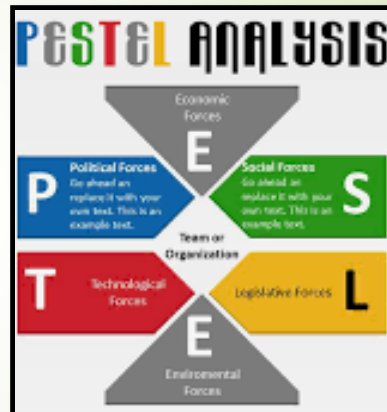
- **Social:** The UK has a 4.3% unemployment rate (Tradingeconomics, 2021).
- **The public service social value Act 2012** of the UK (Legislation, 2021a).
- **Technological:** Rapid development of technical innovation in the UK.
- The UK has taken initiative to build AI strategies within **10 years** (Fobs, 2021).



Therefore, in the economical factor it has been observed that due to the increase of exchange and inflation rate in UK global candidates have shown interest to work with Microsoft

EXTERNAL FACTOR ANALYSIS

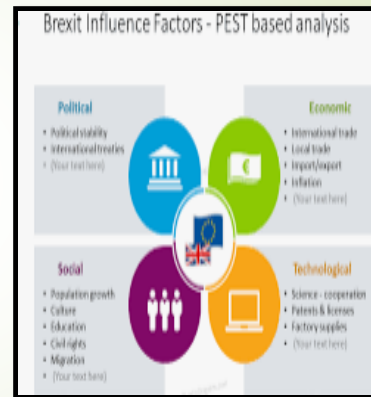
- **Legal:** The UK has *Fair Trading law 1973* (Legislation, 2021b).
- The UK has launched the *Trading Act 2021* (Legislation, 2021e).



Furthermore, the effective rules and regulations in the social sector, legal and environmental factor has also helped the organization to gain their desired organizational goal in UK.

EXTERNAL FACTOR ANALYSIS

- **Environment:** The UK has an *Environmental protection act 1990* (Legislation, 2021c).
- The UK government has promoted the *Pollution Prevention Act 1990* (Legislation, 2021d).



The above part of the study has explained the environmental situation of UK.

CONCLUSION

- In this modern marketing, people management showcase a significant role to hire efficient candidates.
- People management also has the capability to increase employee morale in order to maximize business.
- Conclusively, the study concluded the planning activities, selection activities, and recruitment activities of Microsoft during *Covid-19 pandemic*.
- The study also illustrates the internal and external factors of the leading software brand.



During the outbreak of Covid-19 pandemic, people management showcased an essential role to maximize the business of Microsoft. People management assists the leading software organization to hire efficient employees in order to maximize business. Apart from that, Microsoft also decided to continue remote work in the pandemic situation of Covid-19. Conclusively, the significant study concluded the planning activities, selection activities, and recruitment activities of Microsoft during Covid-19 pandemic. The final segment of the study also evaluated the internal and external factors of Microsoft that assist the leading organization to maximize the business.

REFERENCE LIST

- Microsoft, 2021. Microsoft UK [online]. Available at: <<https://www.microsoft.com/en-gb/about/>> [Accessed on: 25th November 2021]
- Gregg Pascal Zachary (2020) Microsoft Corporation, Available at: <https://www.britannica.com/topic/Microsoft-Corporation> (Accessed: 16th December 2021).
- Bbc, 2021a. World faces staggering jobs challenge, says Microsoft president [online]. Available at: <<https://www.bbc.com/news/business-53444823>> [Accessed on: 28th November 2021]
- Bbc, 2021b. Microsoft makes remote work options permanent [online]. Available at: <<https://www.bbc.com/news/business-54482245>> [Accessed on: 29th November 2021].
- Ilag, B.N., 2018. Introduction: microsoft teams. In *Introducing Microsoft Teams* (pp. 1-42). Apress, Berkeley, CA.
- Moss, B.P., Mahajan, K.R., Bermel, R.A., Hellisz, K., Hua, L.H., Hudec, T., Husak, S., McGinley, M.P., Ontaneda, D., Wang, Z. and Weber, M., 2020. Multiple sclerosis management during the COVID-19 pandemic. *Multiple Sclerosis Journal*, 26(10), pp.1163-1171.
- Statista, 2021a. *Total employees of Microsoft*, [Online] Available at: <<https://www.statista.com/statistics/273475/number-of-employees-at-the-microsoft-corporation-since-2005/>> [Accessed at: 20th November, 2021]
- Statista, 2021b. Microsoft - Statistics & Facts [online]. Available at: <<https://www.statista.com/topics/823/microsoft/#dossierKeyfigures>> [Accessed on: 18th November 2021]
- Mercurio, R. and Merrill, B., 2021. Microsoft 365 Groups. In *Beginning Microsoft 365 Collaboration Apps* (pp. 103-126). Apress, Berkeley, CA
- Statista, 2021c. *Exchange rate of UK*, [Online] Available at: <<https://www.statista.com/statistics/1034406/monthly-exchange-rate-gbp-usd-worldwide/>> [Accessed at: 19th November, 2021]
- Statista, 2021d. *Inflation rate of UK*, [Online] Available at: <<https://www.statista.com/statistics/1034406/monthly-exchange-rate-gbp-usd-worldwide/>> [Accessed at: 25th November, 2021]
- Tradingeconomics, 2021. *Unemployment rate in UK*, [Online] Available at: <<https://tradingeconomics.com/united-kingdom/unemployment-rate/>> [Accessed at: 26th November, 2021]
- Legislation, 2021a. *The public service social value Act 2012*, [Online] Available at: <<https://www.legislation.gov.uk/ukpga/2012/3/enacted/>> [Accessed at: 27th November, 2021]
- Legislation, 2021b, *Fair Trading law 1973*, [Online] Available at: <<https://www.legislation.gov.uk/ukpga/2012/3/enacted/>> [Accessed at: 28th November, 2021]
- Legislation, 2021c, *Environmental Protection act 1990*, [Online] Available at: <<https://www.legislation.gov.uk/ukpga/1990/43/contents/>> [Accessed at: 30th November, 2021]
- Legislation, 2021d, *Pollution Prevention Act 1990*, [Online] Available at: <<https://www.legislation.gov.uk/ukpga/1999/24/contents/>> [Accessed at: 28th November, 2021]
- Legislation, 2021e, *Trading Act 2021*, [Online] Available at: <<https://www.legislation.gov.uk/ukpga/2021/10/contents/enacted/>> [Accessed at: 29th November, 2021]

- Microsoft, 2021. Microsoft UK [online]. Available at: <<https://www.microsoft.com/en-gb/about/>> [Accessed on: 25th November 2021]
- Gregg Pascal Zachary (2020) Microsoft Corporation, Available at: <https://www.britannica.com/topic/Microsoft-Corporation> (Accessed: 16th December 2021).
- Bbc, 2021a. World faces staggering jobs challenge, says Microsoft president [online]. Available at: <<https://www.bbc.com/news/business-53444823>> [Accessed on: 28th November 2021]
- Bbc, 2021b. Microsoft makes remote work options permanent [online]. Available at: <<https://www.bbc.com/news/business-54482245>> [Accessed on: 29th November 2021].
- Ilag, B.N., 2018. Introduction: microsoft teams. In *Introducing Microsoft Teams* (pp. 1-42). Apress, Berkeley, CA.
- Moss, B.P., Mahajan, K.R., Bermel, R.A., Hellisz, K., Hua, L.H., Hudec, T., Husak, S., McGinley, M.P., Ontaneda, D., Wang, Z. and Weber, M., 2020. Multiple sclerosis management during the COVID-19 pandemic. *Multiple Sclerosis Journal*, 26(10), pp.1163-1171.
- Statista, 2021a. *Total employees of Microsoft*, [Online] Available at: <<https://www.statista.com/statistics/273475/number-of-employees-at-the-microsoft-corporation-since-2005/>> [Accessed at: 20th November, 2021]
- Statista, 2021b. Microsoft - Statistics & Facts [online]. Available at: <<https://www.statista.com/topics/823/microsoft/#dossierKeyfigures>> [Accessed on: 18th November 2021]
- Mercurio, R. and Merrill, B., 2021. Microsoft 365 Groups. In *Beginning Microsoft 365 Collaboration Apps* (pp. 103-126). Apress, Berkeley, CA
- Statista, 2021c. *Exchange rate of UK*, [Online] Available at: <<https://www.statista.com/statistics/1034406/monthly-exchange-rate-gbp-usd-worldwide/>> [Accessed at: 19th November, 2021]
- Statista, 2021d. *Inflation rate of UK*, [Online] Available at: <<https://www.statista.com/statistics/1034406/monthly-exchange-rate-gbp-usd-worldwide/>> [Accessed at: 25th November, 2021]
- Tradingeconomics, 2021. *Unemployment rate in UK*, [Online] Available at: <<https://tradingeconomics.com/united-kingdom/unemployment-rate/>> [Accessed at: 26th November, 2021]
- Legislation, 2021a. *The public service social value Act 2012*, [Online] Available at: <<https://www.legislation.gov.uk/ukpga/2012/3/enacted/>> [Accessed at: 27th November, 2021]
- Legislation, 2021b, *Fair Trading law 1973*, [Online] Available at: <<https://www.legislation.gov.uk/ukpga/2012/3/enacted/>> [Accessed at: 28th November, 2021]
- Legislation, 2021c, *Environmental Protection act 1990*, [Online] Available at: <<https://www.legislation.gov.uk/ukpga/1990/43/contents/>> [Accessed at: 30th November, 2021]
- Legislation, 2021d, *Pollution Prevention Act 1990*, [Online] Available at: <<https://www.legislation.gov.uk/ukpga/1999/24/contents/>> [Accessed at: 28th November, 2021]
- Legislation, 2021e, *Trading Act 2021*, [Online] Available at: <<https://www.legislation.gov.uk/ukpga/2021/10/contents/enacted/>> [Accessed at: 29th November, 2021]



Thank You

ANY QUESTIONS?