



BA BUSINESS MANAGEMENT

MODULE – MANAGING PEOPLE

2ND ASSESSEMENT – Develop a reasoned and balanced argument as to why the organization needs robust and progressive HRM policies. Your answer should include reference to training and development and employee engagement and how these are linked to HRM strategy (Unilever PLC)

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1.0 Unilever company history

In 1929, Unilever was founded by Dutch margarine producer Margarine Unie and British soap maker Lever brothers. Unilever is one of the oldest multinational company in the world. Recently, Unilever owned over 400 brands and it expand over 190 countries. As a Europe 7th valuable company, Unilever produce food and beverage from the 40% of their revenue. Other than that, cleaning agents, beauty products and personal care products. In simply, Unilever divided to four main departments such as foods, refreshments, homecare, beauty and personal care. In year 2003, the unilever workforce was more than 230,000 all around the world. But it has fallen in last three years. Therefore, currently, 155,000 work at Unilever. (unilever, 2019)



2.0 Importance of Human Resources policies

Human recourse management is a strategic way to approach the people activities in the business. HRM help to gain effective advantages to company in a different way. This strategy maximizes employee performance in the business. Human recourse management is a most important category and department for the any company. What's more, they additionally give straightforwardness in how enrollment procedures will be overseen and should to be effectively available by all group leaders and employees alike. A company can run without HR policies. But it can make problems not only for individuals all the business environment. As an example, without recruitment knowledge, a driving company enroll drivers without valid driving license. So that means, whatever the company should have HRM policies to operate the company. Otherwise it makes problem for everyone. HR policies are very important to protect against legal liabilities. Because company HR policies are related to company obligations under federal and local rule and regulations. As an example, company has to pay minimum wages and overtime wages accordance with applicable laws. Also depends on sex, disability, veteran status, marital status and non-other job-related factors, company prohibited to discrimination to employees. (Rose,2001)

Also, Human Resource Management policies helps to make employee satisfaction and confidence. Always need to provide a written HR policy to employees. That will make them satisfaction, confidence to do works, ultimately, their moral and engagement. Without written guidelines of HR policies company can't expect any performance or progression of employees. Because otherwise, the employees will have suspicion about what they are doing, and they might don't have good confidence about their work rules then they will always question to HR department. When employees think about the concerning pay, promotions, safety and security, that might be a reason for employees to go for another job. Also, when employees feel the company has no good structure of HRM policies, they might have less engagement, poor job satisfaction and low morale. Dissatisfaction and poor morale can be effect for even most successful business to become less profitable company. Because according to the HRM studies more happier employees are the more productive employees. (Hur and Won-Moo, 2018)

Also supporting the strategic direction become as an importance of HRM policies. In this case HRM policies helps to achieve company mission and goal. Basically, HRM policies support to growth and ability to sustain operations of the company. If the company goal is to be a good customer servicer then HR department of the company need to provide written guide HR policies for hiring, training and development Centre. Thus, HR policies will make employees as very confidential, satisfaction to reach the company goals. The basically, Unilever follows very effective HRM polices to reach their goals and attract and keep their employees with them. Unilever has job design principles in their HRM policies. It divided to different sub visions. This task operates employees by both in group and individuals. The employees in Unilever get different kinds of compensations according to their positions and performance such as employees get salary month and stock options, bonus will apply on special occasions (religious festival, company progressing period.etc...) That encourage employees to do their work with more confidence. Unilever has a unionized strategy to control Demange, bargaining and to give highest employee benefits. The stakeholders get responsibility for the management performance. Therefore, always decision flows come top-level management to other related official employees. (Mahmood and Monowar, 2015)

Unilever follows very effective full HRM policy structure. By the way, before across the global business in Unilever, the managers need to full of skills and common language to face global competition. Otherwise Its completely become wasting money, spending time.

3.0 The company HRM policy related to these activities

- Recruitment - when an employee recruit to the company, must consider about the skills, qualifications and experiences foe new employees.
- Employee retention - Employee retention is a very important policy in a business or company. When employee submit a successfully resignation, as a HR management, need to communicate with employee very well. Specially, to retain the employees, the employee must be identified. It can happen in many ways and communication is the most important thing between employee and employer.
- Security – there are several factors that measure the safety of an organization such as insurance and coverage, policy of guarantee
- Reward and incentive – the main purpose of reward policy is motivating the employees. It creates employee performance very well. Performance related payments, bonus, overtime, extra compensation.
- Promotion – as a part of motivation, promotion policies are helps to fill the internal vacancies and that will be a reason to get high payments. Promotion is giving based on the skill, experience, goodness in keeping the rules...etc.
- Training and development – this is a huge part of HRM policy. Training and development create an employee as a professional and skillful. It is the way to achieve expected performance from the employees. (Mahmood and Monowar, 2015)

4.0 Training and development

With the changing of the century and the turn of the century, the business world is also changing. Training and development programs are helped to inform and update that change. Most organizations have fixed training period that conducts once a year or several times a year. Training and development is actually two different things. Training is, program to enhance the additional performance and an attempt to develop the additional skills on the current employed. The training program helps to increase the productivity or performance of the current employees. technically training is a one of the training programs. The result of the technically training, change the performance of skill and change the thoughts of attitude and knowledge of the employee. Training can be made more effective through requirement analysis and skills targeting. Most importantly, it has to be hold in a learning environment. In a training program, both personal and organizational goals should be kept in the mind. A typical organization creates training calendrrers for employees at the beginning of the year. Before deciding the training hours and training interventions, need to analyze the employee needs. An analysis of employee needs is conducted, followed by training hours and training interventions. (Sloman, 1999)

4.1 Importance of training and development to company

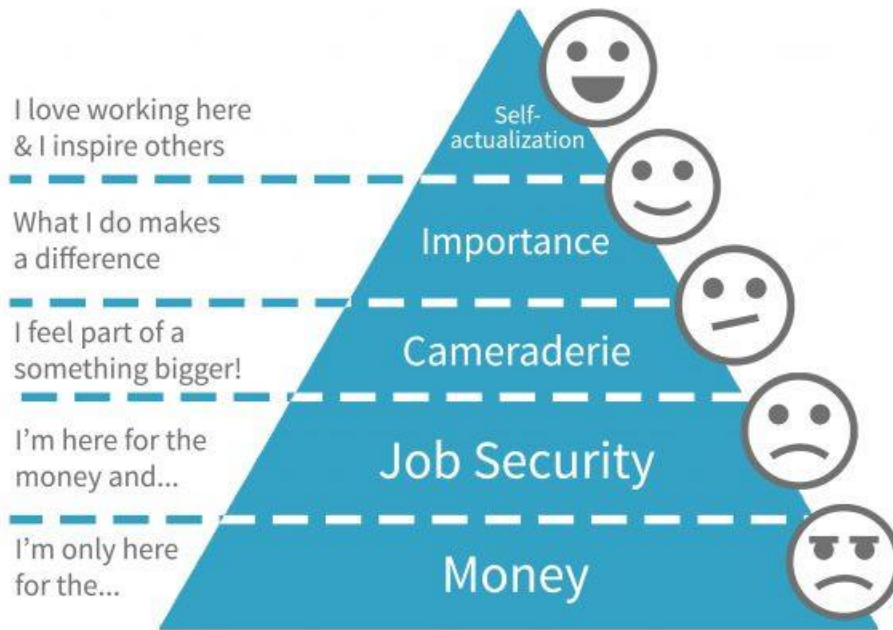
The training and development helps to employees and employer(company) from several ways. When the employees are trained properly, they supposed to do better utilization of resource and less wastage and it makes work efficiency. Employee competition increases as a result of increased employee efficiency. Increasing employee competition increases the productivity and profits of the company. Also training and development create good, positive attitude among the workplace, work mates and work environment. (American Society for Training Development, 1991)

4.2 Importance of training and development to employees

Training and development help to motivate employees in different ways such as if employees are good trained, there are chances to get better career opportunities. Because training gives more education about the company, rules, policies, work efficiency strategies and update the new technology, options. When employees become more professional trained that could be protect their industrial safe as well. Proper training helps employees to face challenges and it has boots employee morale. Simply, training and development is the way to make skills and extra ordinary skills, education, development, ethics, change in attitude (Hitka and Milo's, 2018)

5.0 Employee engagement

Hierarchy of Engagement



Employee engagement is a chain between several kinds of points such as culture, investment, feedback and recognition. Specially, employee satisfaction is even more important when talking about employee engagement which is call employee motivation. We can use a variety of measurements to explain about the employee motivation and in this case the Maslow measurements indicator is selected. It has shown five stages of needs for the employee. (jargons, 2019)

1. Physiological needs – employees are looking for the new job opportunities with reasonable and practical working hours to work. Also, they prefer to get fair benefits, good and drink access from the workplace.
2. Safety and security - people are coming to work in a good and safety environment with insurance and emergency medical services.
3. Love and be belonging – proper communication between employees and no blame culture is important.
4. Self-esteem – the respectable and fair performance management helps to motivate employees and it has created personal development, career growth.
5. Self-actualization - this helps to contribute positive humanity and building a legacy.

(multiplier, 2019)

The company of Unilever is paying fairness salary according to the position, experience and skills of the employees. Unilever company supposed to engage employees in a daily basis system. Because its listen to employees every day. They happy to listen employees and they make reactions for the employees. Also, Unilever giving feedback to employees if they do something wrong or bad. That's why they say, Unilever works on daily basis engagement system. Even though, Unilever has an open communication system with employee. Anyone can go and talk to management about anything. It will make easier to company to take decisions. Also, at the company, breakfast is held on once a week. At breakfast, employees can submit their proposal and changes and management is responsible for implementing it. the company of Unilever has a device in the front door and exit door and the device can tell employees whether the day is a good or bad day. According to result of that device, management make decision for the next day to make happy and satisfaction for the employees. (unilever, 2019)

Unilever is great in terms of satisfaction of its employees when it comes to face motivation and engagement. In my opinion, Unilever has been following the hierarchy pyramid so well that it has been very supportive of the company's workflow and employee engagement.

6.0 Conclusion

The company of Unilever is a world leader of manufacturing, distributing and inventors. In order for the organization to achieve this, it has to do a great deal of financially, marketing and human recourse management as well. This report has been talking about the HR strategy, HR policies, training and development and employee engagement.

From this report I have got vast knowledge about the HR management and how to be supposed to use in the real business life. In my opinion, human recourse management is controlling the employees and it has made the relationship, engagement and policies in the company. The motive and satisfied employees in the good work environment helps to achieve goals, mission and work productivity. Also work friendly management and HR policy makes more effective employees for the company.

Finally, according to my view, as a world leading company, Unilever has done a good HR strategy. That's why they became as a good brand and better company. Also, I think, this report will help me in the future to go my business plans.

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