

Human Capital Management

Assessment 2 – Group presentation

Update: March, 2025

Assessment 2 requirements

Assessment component 2- presentation

Group presentation - 50% of the overall mark

You are required to work as a group of 3 to 4 students to develop a PowerPoint presentation. The presentation should discuss how managers can use human resource planning to attract a multi-generational workforce interested in international career assignments. Your presentation should consider the internal and external supply of labour. This task is a follow-up of your assessment 1.

Each student of the group is expected to present for 4 to 5 minutes using 4 to 5 slides. Your presentations should include a title and reference slides. Please support your presentation with relevant data, organisation examples, theory, images and in-text citations.

PowerPoint slide submission deadline: 13th April 2025, 14:00 (2PM)

Presentation Date: From week commencing 14th April 2025 (Week 10)

Assessment 2 guide

Human Resource Planning for Attracting a Multi-Generational Workforce for International Career Assignments

Task:

You are required to work as a group of three or four to develop a PowerPoint presentation discussing how managers can effectively use human resource (HR) planning to attract and retain a multi-generational workforce that is interested in pursuing international career assignments. This will be a follow up on your report, the Assessment 1.

The presentation should address the challenges and opportunities associated with managing a diverse age group in a global context, considering both the internal and external supply of labour.

Key Elements to Address:

1. Introduction:

- Clarify the purpose, importance, and structure of the presentation

2. Introduction to HR Planning and Its Importance:

- Define human resource planning and its relevance in managing an international workforce.
- Explain the significance of aligning HR strategies with organizational goals to attract and retain global talent.
- Justify how international career assignment is an important consideration that HR Planning must take into account.

3. Understanding the Multi-Generational Workforce:

- Define the different generations present in today's workforce (Baby Boomers, Gen X, Gen Y(Millennials), Gen Z).
- Discuss the motivations, career expectations, and challenges associated with each generation.
- Highlight how each generation views international career assignments and the factors that might attract and retain them to such roles.

4. Internal Supply of Labor:

- Discuss how organizations can use internal HR planning to identify and develop talent for international assignments.
- Consider succession planning, talent development programs, and upskilling initiatives.
- Explore strategies for engaging current employees, fostering a culture of global mobility, and preparing them for international assignments.
- Address the generational differences in internal talent pools and how managers can tailor their approaches to different age groups.
- Conclude how the management of internal supply of labor can help attracting and retaining a multi-generational workforce that is interested in pursuing international career assignments.

5. External Supply of Labor:

- Examine the role of external labour markets in recruiting talent for international career assignments.
- Examine the national employment market of the UK:
 1. Primary vs. Secondary Labor Markets
 2. Full-time, Part-time, and Gig Work
 3. Formal vs. Informal Employment
 4. Economic Conditions
 5. Demographics and Workforce Diversity
 6. Technological Advancements
 7. Education and Skills Development
- Examine the international labour market from the UK's perspective:
 1. Economic and Political Influences
 2. Technological Innovation and Digital Workforces
 3. Immigration Policies and Work Visas
- Conclude how the management of external supply of labor can help attracting and retaining a multi-generational workforce that is interested in pursuing international career assignments.

6. Strategies for Attracting and Retaining Multi-Generational Talent for International Assignments:

- Examine the options which help the organisation to attract and retain multi-generational workforce that is interested in pursuing international career assignments.
- Explore best practices in HR planning to create attractive value propositions for employees of all generations.
- Consider flexible work arrangements, tailored benefits, career development opportunities, and family support services that appeal to different generations.
- Discuss the use of employer branding, diversity and inclusion initiatives, and the promotion of global mobility as part of the organization's talent strategy.

7. Challenges and Solutions:

- Identify potential challenges in managing a multi-generational workforce in international roles (e.g., cultural adaptation, differing values, work-life balance).
- Propose solutions for overcoming these challenges, such as mentorship programs, cross-generational training, and leveraging technology to bridge generational gaps.

8. Conclusion:

- Summarize the key points of the presentation.
- Provide actionable recommendations for managers on how to effectively use HR planning to attract and retain a multi-generational workforce for international assignments.

9. References:

Presentation Requirements:

- **Format:** PowerPoint Presentation
- **Group Composition:** 3 or 4 members per group
- **Slide Limit:** 4 to 5 slides per students (excluding the title slide, the table of contents slide, and references slides)
- **Duration:** 4 to 5 minutes per student.
- **Visuals:** Use charts, graphs, and images where appropriate to support your points.
- **References:** Include a minimum of 7-10 references per students. The references should come from academic and credible industry sources in Harvard format.
- **References:** The in-text citations must be provided to show clearly how the items in the reference list are used in your work.
- **References:** Each student has their own reference list in the presentation. The reference list of each student could be placed at the end of each student's presentation slides, or at the end of the group's presentation slides.

Additional Assessment Criteria:

- **Content Understanding:** Depth of knowledge on HR planning, multi-generational workforce management, and global assignments.
- **Application of Theory:** Practical application of HR theories and concepts to real-world scenarios.
- **Creativity and Visual Design:** Clarity, organization, and visual appeal of slides.
- **Group Collaboration:** Evidence of teamwork and balanced contribution from all members. For example, the internal consistency of the slides and the collaboration during the presentation.
- **Presentation Delivery:** Confidence, clarity, and engagement during the presentation. Note that reading from the slides/notes will not be counted as evidence of understanding, cognitive capabilities, or practical skills.