

HUMAN CAPITAL MANAGEMENT



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Table of Content



- Introduction
- Overview of company and job position
- Performing job analysis of Manager of Aston Martin
- Competitor organisation of Aston Martin and analysis of job position of Manager
- Discussion of the pay and working arrangements of the job in both companies
- Recommending actions
- Conclusion
- References

Introduction

- For this chosen company is Aston Martin which is globally independent luxury car group with around 100 years of designing along with automotive excellence
- HR managers are required to recruit, select, train, evaluate as well as interact with workforce differently on the basis of varied organisational strategies (Lussier and Hendon, 2017).

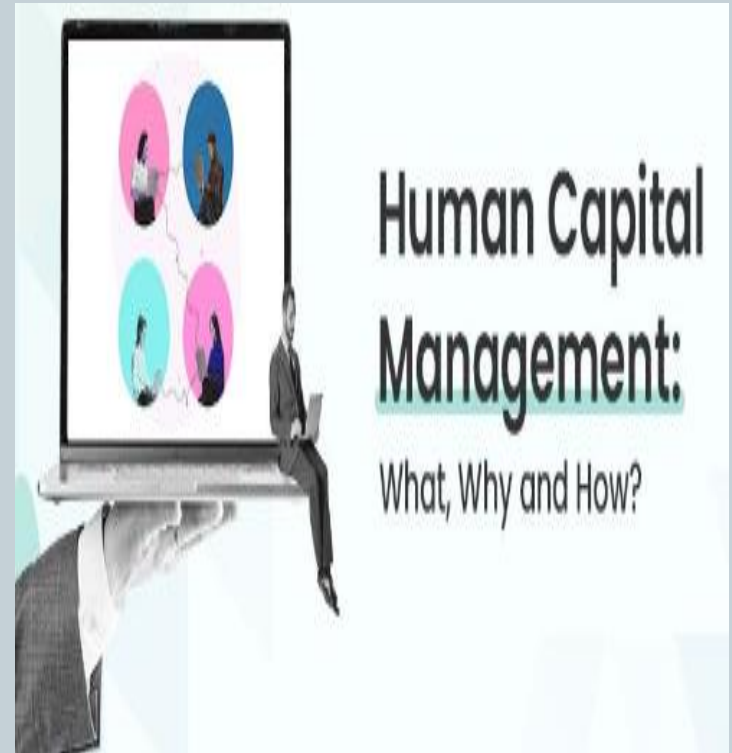
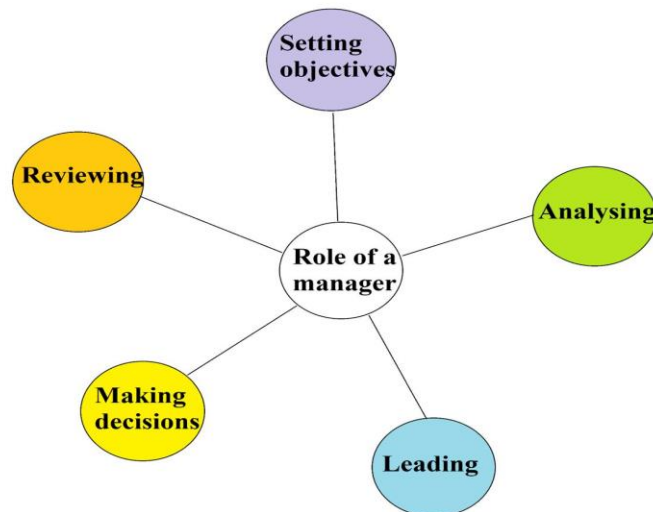


*Figure 1: Human Capital Management, 2023
(Saiyed, 2023)*

Overview of company and job position

- **Aston Martin** is founded by Robert Bamford and Lionel Martin in the year 1913 to create luxury and high performance cars (Heritage, 2024).
- In a company, an individual with job position of **Manager** set as one of highest priorities to develop business model which provides competitive benefits of company for competing in future (Pastoriza and Ricart, 2008).



Performing job analysis of Manager of Aston Martin

- Job analysis provides overview of skills, responsibilities and competencies for particular role (Danao, 2024). In case with Aston Martin, it is analysed that Manager performs certain duties that improves efficiency, enhance profits while manage overall business operations.

Reviewing employee job responsibilities

- Oversee day to day business operations.

Identify and List Outcomes Needed for the Position

- Manager is required to become guiding light of Aston Martin.

Define Compensation and Any Applicable Benefits

- At Aston Martin, estimated salary of Manager includes £60K-£70K/yr, including base pay salary as well as additional pay covering stock, profit sharing, cash bonus, etc (Aston Martin Lagonda Manager Salaries, 2024).

Continue



Identify Necessary Skills, Training and Education

- **Technical skills:** These skills have favourable effect of business performance (Rusilawati, 2023).
- **Conceptual skills:** Strategic thinking, critical decision making and idea formulation are key skills of Manager of Aston Martin
- **Interpersonal skills:** This skill set has positive influence on work motivation (Rusilawati, 2023).



Figure 3: Skills of Manager of Aston Martin, 2024
(Source: Self created)

Competitor organisation of Aston Martin and analysis of job position of Manager



- One of competitor of Aston Martin is ***Bentley***, which was established in 1919 in automotive industry. The name is across the globe to create cars with unrivalled blend of craftsmanship along with performance (History and Heritage, 2024). Job analysis of Manager at Bentley is as follows:
- **Review Employee Job Responsibilities**
- Keep up dated with trends and competition in automotive industry.
- Attend industrial conferences as well as events for building networks and business promotion.

Continue



Identify and List Outcomes Needed for the Position

- Good Manager is vital as they are required to carry out actions which are far reaching as well as long lasting (Gupta, 2023).

Identify Necessary Skills, Training and Education

- In a company, Managers are provided huge duties (Gupta, 2023).

Define Compensation and Any Applicable Benefits

- At Bentley, expected compensation for Manager includes £47K–£72K per year, comprising base salary and additional benefits of cash bonus, tips, etc (Bentley Motors Managers Salaries, 2024).

Discussion of the pay and working arrangements of the job in both companies



- In aspect to Aston Martin and Bentley, pay as well as working arrangement is as discussed:

Companies	Aston Martin	Bentley
Pay structure	At Aston Martin, pay structure set for Manager is £60K-£70K/yr (Aston Martin Lagonda Manager Salaries, 2024).	At Bentley, pay structure for Manager includes £47K–£72K per year (Bentley Motors Managers Salaries, 2024).
Working arrangement	Working arrangement for Manager of Aston Martin includes the following: •Compressed workweek •Annualised hours •Work sharing	•In case with Manager of Bentley, working arrangement are below: •Condensed workweek •Flex place •Job sharing

Table 1: Pay and working arrangements of the job in Aston Martin and Bentley, 2024
(Source: Self created)

Recommending actions

- As human resource department of Bentley focuses of flexible working conditions for Manager. Considering it, it is recommended to human resource department of Aston Martin to adopt **job sharing approach** in which two employees with same job can share practices as well as split hours (Shanker, 2023).

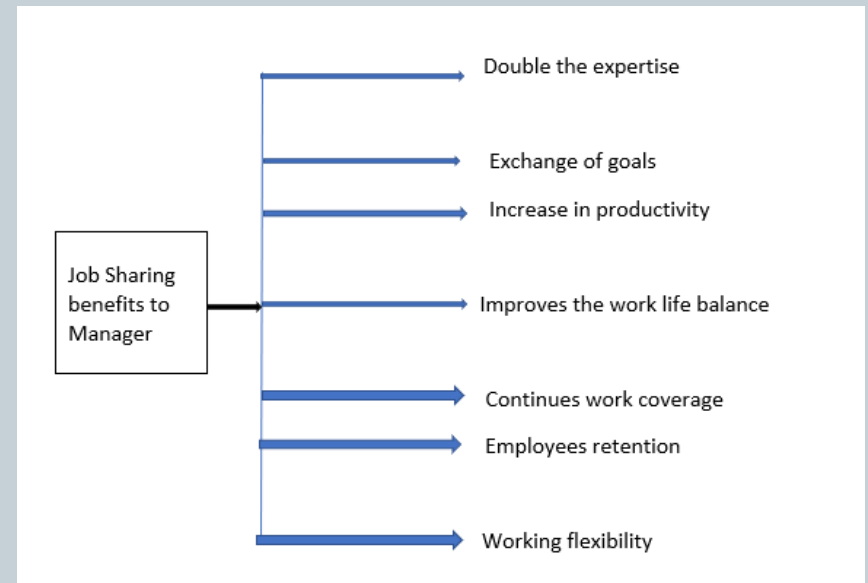


Figure 4: Job Sharing benefits to Manager of Aston Martin, 2024
(Source: Self created)

Conclusion



- As per the presentation, it is concluded that human capital management enables strategic growth, connecting people, empowering employees as well as fostering workflows supporting day to day operations. In a company, Manager is the job position which is catalysts for performance of employees on daily basis.

References



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