



Technical & Commercial Proposal

The HR Professional

Cairo, Egypt

18-22 Nov, 2018

2500 \$



DUBAI
INTERNATIONAL ACADEMIC CITY
A member of TECOM INVESTMENTS

1.1 **COURSE OVERVIEW:**

This course will cover the complete Human Resources Management necessary to support an employee from before joining the organisation until after departure.

- Building an 'Employer Brand'
- Recruitment to include the use of competency-based interviewing
- Placement: Securing the 'Five Rights' – Person – Place – Time – Role – Price
- Psychological contract
- Managing performance to secure a return on investment in people
- Learning and development
- Management of change in HRM
- SWOT analysis – 'HR in the Middle East today'
- Knowledge management, winning the 'Talent War' and succession planning
- Auditing the effectiveness of HRM
- HR's central role in reward management

1.2 **COURSE OBJECTIVES:**

By attending course participants will be able to:

- Establish a thorough understanding of Human Resource Management (HRM) and its impact on your organisation
- Learn how to develop and adopt effective policies and procedures into your organisation
- Discover the importance of training and development and its impact on your organisation's bottom line
- Examine performance management and its links with improving organisational performance
- Participate in practical exercises to apply your learning

1.3 .

WHO SHOULD ATTEND?

This programme has been specifically designed to provide a background in Human Resource Management (HRM) for newly appointed HR practitioners from all industries, as well as those wishing to extend and update their knowledge in the basics of HRM and Human Resource Development (HRD).

1.4 **COURSE DURATION:**

FIVE DAYS

1.5 **COURSE LANGUAGE:**

The Presentation, supplied documents, and workshop exercises of the course are in **English**, however, based on the trainees' desires, use of **Bilingual** (English and Arabic) for oral explanation is available.

1.6 **COURSE CONTENTS:**

- What is HRM?
- Who is responsible for HRM functions?
- Attraction – “Employer Brand”
- What is an employer brand?
- Building your branding strategy
- Examining your current reputation
- Becoming an ‘Employer of Choice’
- Building an ‘Employer Brand’
- Recruitment to include the use of competency-based interviewing
- Placement: Securing the ‘Five Rights’ – Person – Place – Time – Role – Price
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- Managing performance to secure a return on investment in people
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Course Summary & Conclusion