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HUMAN RESOURCE MANAGEMENT Question 3 Recruitment, selection and performance appraisal are important concepts in Human Resource Management (HRM). This is because all these aspects ensure that entities have the required human skills, capabilities and knowledge to ensure continued survival of the organisations. In the current times, contemporary organisations acknowledge the strategic potential benefits of recruitment, selection and appraisal to improve organisational performance1. A lot of emphasis is placed getting the ‘ right person’ for the job. Selecting the ‘ right person’ for the job means that the process of personnel selection is characterised by formalisation, reliability and validity. The Process of Recruiting New Employees in the Firm: The recruiting process does not simply entail matching vacant positions with job offers. Mangers that are responsible for recruiting employees consider key aspects of the employment before hiring employees. Recruiting is important for companies in the modern world as it brings new talent thereby increasing their competitive advantage. Hiring experienced workers helps organisations cut down on the training costs in these economic challenging times. Organisations in the contemporary world require good recruitment methods as it reduces the number of applicants in the current employment environment that is flooded by numerous job seekers. Secondly, effective selection leads to lower rates of employee turnover as the most qualified individuals are selected to fill the desired vacancy1. Thirdly, selection gives companies the opportunity to assess the behaviour of potential employees. Finally, employee selection saves companies future costs and legal problems as they hire employees that are competent therefore, cannot cause the company any legal problems in future. Performance appraisal is important for companies in the contemporary world. Effective performance appraisal methods help companies identify the strengths and weaknesses of the employees and come up with ways to work on them. Performance appraisal improves communication between the employees and management and provides employees with a clearly spelt career path thus improving their contribution in the company. The above discussed issues are linked to the organisation and its HRM strategy2. To begin with, good recruiting methods contribute to the establishment of an effective workforce contributing positively to the HRM strategy. Secondly, employee selection contributes positively to the HRM strategy in an organisation as improves efficiency in the hiring and retention of employees. Finally, performance appraisal contributes positively to the HRM strategy by identifying the weak areas in the work force and helps the management to work on them. Question 4 The main aim of HRM within an entity is to ensure that a company achieves its objectives through its staff. This is by enabling the staff members use their skills and abilities to attain the goals and objectives of the entity. Secondly, HRM ensures that an agreement is reached between the employees and the entity3. In order to reach the goals and objectives of an entity needs to hire employees with the appropriate qualifications. Additionally, these employees should access effective financial resources and systems so that they can efficiently practice their skills to perform the duties stipulated in the agreement. HRM should come with activities for its activities that should be linked to all objectives in the organisation. The aim of the HRM is to give direction to businesses in the current business times that are highly turbulent. Additionally, the HR department comes up with strategies that ensure the needs of the employees are met by coming up with effective HR practices. It is important for entities to develop a recipient focus4. Entities should therefore identify the needs of the employees and come up with ways to satisfy their needs. Effective HR strategies are closely connected to satisfying the needs of the employees. The main goal of HRM is to hire and retain a skilled work force who works towards fulfilling the company’s goals and objectives. The needs of an organisation are clearly defined in the goals and objectives. Implementation of HRM practices means that the company takes steps to evaluate and satisfy the needs of the employees. Recruitment, selection and performance appraisal are primary HRM activities. Developing motivation and strengthening commitment among the employees are also important towards achievement of the company’s objectives. This is done by coming up with processes and policies that ensure that employees are rewarded and valued for their efforts5. Entities need to develop environments that ensure development of harmonious relations between the management and employees. Effective HRM ensures improved performance in an organisation through development of skills and positive relationships between the management and the employees. The above discussion clearly spells out the activities of HRM within an organisation for both the management and the employees. Bibliography Price, Alan. Human Resource Management. Cengage Learning, 2011.