



SCANDINAVIAN ACADEMY
For Training and Development

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Course: The 5 Day MBA in HR

Code	City	Hotel	Start	End	Price	Language - Hours
223	Casablanca (Morocco)	Hotel Meeting Room	2025-12-21	2025-12-25	3450 €	En - 25

Introduction

This intensive training course examines how to develop and master the key areas of Human Resource Management (HRM). HR is changing beyond recognition from the days of the old Personnel Departments. HR is now recognised as a strategic source of competitive advantage and as a predictor of future business performance. This exciting programme will bring you up to date on the latest techniques and approaches that are appropriate in effective management of Human Resources.

- Strategic HRM in the modern organisation
- Employee Reward and how it influences employee behaviour
- Learning & development in the 21st Century
- Performance Management in a multi-cultural environment
- The latest strategies for effective resourcing and recruitment

Objectives

By the end of this course participants will be able to:

- Understand Strategic HRM approaches (SHRM)
- Describe the role and functions of the Personnel/HR Department
- Demonstrate a thorough understanding of employee resourcing , recruitment & reward
- Describe best practice in working with employees with problems
- Understand performance management in a multi-cultural environment



- State the of HR Ethics

Training Methodology

Dynamic presentations supporting each of the topics together with interactive trainer lead sessions of discussion. There will also be practical sessions where participants have the opportunity to practice and experience some HR related activities. Role-plays, case studies, DVD's, small group work, exercises and feedback will be used to facilitate learning.

Organisational Impact

- Will enable participants to successfully work in a HR or Personnel Department
- Improve on any performance management system
- Add value to the department and the organisation as a whole.
- Participants are encouraged to take new ideas and strategies back to their workplace for discussion with their managers.
- The organisation will receive input into key areas for improvement from a enthused employee
- Staff committed to building a high performance organisation

Personal Impact

- Will enable participants to understand current best practice in HRM
- A greater strategic overview of the HR function
- Develop your skills for the future and be able to help transform current activity into and added value activity
- Will enable participants to work with and assist employees
- Transform recruitment and appraisal processes with startling results
- Improved confidence and self assurance



SEMINAR OUTLINE

DAY 1

An Overview of Human Resource Management

- The changing world of business and its impact on the Human Resource Function
- Introducing Human Resource Management (HRM)
- The difference between HRM and Personnel Management
- Main activities, responsibilities and tasks of HRM
- Introducing Strategic HRM (SHRM)
- Strategic Business Planning
- HR jobs and systems
- Typical department structure - HRM department case study
- Qualifications and professional study - CIPD, SHRM, Arabic Societies

DAY 2

Performance Management in a Multi-Cultural Organization

- The principles of effective performance management
- The role of HR and the responsibilities of line management in PM
- Addressing the performance gap
- Invoking the disciplinary process
- Performance Management in multi-cultural organisations
- The purpose and use of Performance Appraisal
- Characteristics of an effective Performance Appraisal meeting
- The advantages and disadvantages of 360 degree feedback

DAY 3



Recruitment, Employee Resourcing & Reward

- Flexibility and introducing the 'flexible firm'
- Pay and reward, compensation and benefits
- Total reward
- The psychology of motivation
- Introduction to reward
- Recruitment and selection
- Assessment and development centres
- Exit procedures and exit interviews

DAY 4

Workplace Conflict & Working with Troubled Employees

- Managing employee problems
- Stress Management
- Counselling services & Employee Assistance Programmes (EAP)
- Equality of opportunity & employee diversity
- Bullying & Harassment
- Workplace Conflict
- Managing conflict at work
- Introducing workplace mediation

DAY 5

- Human Capital Management – HR Planning
- What is learning?
- Training and Development
- Induction for new employees
- HRM Ethics



- Corporate Social Responsibility
- Personal action planning
- Continuing personal development (CPD)



The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

- **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

- **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

- **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

- **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

- **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

- **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

- **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

- **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

- **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

- **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.