



**SCANDINAVIAN ACADEMY**  
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# Course: The HR Management MBA

Code	City	Hotel	Start	End	Price	Language - Hours
591	Hamburg (Germany)	Hotel Meeting Room	2025-04-28	2025-05-09	8950 €	En - 50

## Introduction

New business requirements, new innovations and new International HR models make it essential for HR to be in strategic harmony with the business. No longer a burdensome cost, HR has a new role to play. The new structure for future HR departments will mean a massive re think of how HR contributes to the business and how its value is measured.

This innovative and dynamic new programme will cover all the latest thinking and the new models for Strategic HR.

In today's world HR managers are faced with increasingly complex responsibilities. In order to meet this challenge they must be continually sharpening their management skills. This new programme will focus on the management and leadership skills necessary for success in today's fast changing business environment.

### In this programme you will learn how to:

- Manage and motivate people more effectively
- Create and harness the power of high performance teams
- Understand and effectively utilize strategic planning techniques
- Negotiate for positive results
- Utilize the Baldrige performance criteria as a standard of excellence and benchmark for your organization
- Get right up to date with international HR and current thinking
- Have a unique opportunity to sample a number of new HR measurement tools
- Master HR strategic thinking using an A-Z approach
- Be able to improve organizational by adopting a new approach to performance



appraisal

## **Programme Objectives**

- Consider methods for improving management performance
- Gain insights into the successful implementation of teams
- Study the techniques of strategic planning
- Develop their skills in the area of negotiating
- Analyze the Baldrige award criteria for excellence
- Examine the application of management best practices
- See the new HR framework and understand the structural changes needed
- Use the new HR maturity model to measure existing position and develop strategies for the future
- Understand and use strategic models and implementation processes to deliver future based results (this includes a new complete end to end strategic model)
- Understand and be able to use a corporate culture programme to change organizational culture
- Learn how existing appraisal systems can be changed to produce measurable performance and competency results
- Understand and be able to use creativity methods for improving HR performance
- New approaches to pay and benefits
- Explore knowledge management and the role of emotional intelligence for tomorrows organization
- Create added value - beyond key indicators

## **Training Methodology**

The training will be conducted in a relaxed and supportive environment. Wide use of case studies and team work. Participants will learn by active participation during the programme through the use of a wide variety of instructional techniques. There will be group exercises to allow for a “hands on” approach to learning. Instructional films will



be utilized to present “best practices” approaches. In addition there will be in depth discussion of critical success factors.

## **Programme Outline**

### **DAY 1 - People Management**

- The importance of sociotechnical management
- Techniques for effective communication
- Motivating for results
- Enhancing your coaching skills
- Empowering employees for improved performance
- Characteristics of a successful manager

### **DAY 2 - Leading Teams**

- Obtaining the benefits of teamwork
- Characteristics of ineffective teams
- Characteristics of effective teams
- Managing conflict in a productive manner
- Understanding team member styles
- Creating a virtual team

### **DAY 3 - Strategic Planning**

- Analyzing the strategic planning process
- Achieving competitive advantage
- Utilizing dynamic SWOT analysis
- Focusing on vision and mission
- The importance of contingency planning
- Examples of strategic success and failure



## **DAY 4 - Negotiating for results**

- Gaining insight into the negotiating process
- Characteristics of an effective negotiator
- Developing negotiating strategies
- Employing persuasive negotiation techniques
- Achieving the benefits of effective negotiating
- Negotiation exercises

## **DAY 5 - Operational Excellence**

- The Malcolm Baldrige quality award-standard of excellence
- Lessons from the best performing companies
- Benchmarking your operation against the best
- Creating employee commitment
- Managing continuous improvement
- Creating the high performance organization

## **DAY 6 - The changing expectations of Human Resources**

- Introductions
- Global Change
- Impact of technology on future businesses - case study
- Need to change organizational structures - Video FACE
- How changing internal and external customer needs will affect all current HR concepts - Video
- Where are you now? The HR change model - questionnaire and discussion

## **DAY 7 - How strategy works - the model and the implementation**

- The four strategic models - how they work - case studies
- Strategic models for use within the organization, incorporating the LAND model -



Video and organizational tool for measurement (questionnaire)

- Creativity and innovation - their role in strategic thinking - exercises and video

## **DAY 8 - Translating strategy into action and use of corporate culture**

- How strategy is translated into business plans
- Use of the 6 S model to produce plans that can be measured
- Creating HR quality plans - how to do it - practical exercises
- Delivering measurable business benefits
- No plan - no results - case study and Video

## **DAY 9 - Significant changes in how International HR will function in the future**

- Process re-engineering HR activities - exercise and video
- The three tier model for HR - benefits to the business
- Managing and valuing Human Capital
- Developing and measuring Competency and Performance
- Use of Corporate culture - how to design a corporate culture template - practical case study and exercise
- The changing function of recruitment, psychometric testing and Personality questionnaires

## **DAY 10 - Significant HR actions that can help improve the efficiency of the organisation**

- Understanding rightsizing the organization - an ongoing process
- How pay and conditions can dramatically improve productivity - at no extra cost to the organization
- A new look at performance appraisal - ensuring year on year improvements in competency and performance
- How a new motivation model “MMM” can change measurable results
- Corporate communications - a new role for HR?



- Managing trends: knowledge management, home working, predictive forecasting
- End of programme review



**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.