



**SCANDINAVIAN ACADEMY**  
For Training and Development

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# Course: The Oxford HRM & Training Programme

Code	City	hotel	Start	End	price	Hours
606	Marrakesh (Morocco)	Hotel Meeting Room	2025-06-22	2025-06-26	3450 €	25

## Introduction

In today's tough global market, it is vital that HR and Training instigate the best practices and take advantage of recent innovations to really add value to the organisation. During the seminar, you will find out not only what's new but also how innovative practices can be implemented and the way they will benefit your organisation in either the public or private sectors.

### **This seminar will feature:**

- Explanation of the main theories surrounding the development of effective HR
- The theories are then put into practice by the use of practical exercises
- Mixing theory and practice
- Practice using new techniques to transform any training activity
- Learn from practices in top companies that surpass "Best Practice"
- Gain a holistic view of the entire training function

## The Structure

**The Oxford HRM and Training Programme is offered in two Parts that complement each other:**

MODULE I - Human Resources Development and Personnel Management

MODULE II - The Training Analyst



Each module is structured and can be taken as a stand-alone course; however, delegates will maximise their benefits by taking Module 1 and 2 back-to-back as a two-week seminar.

## Objectives

### Upon completion of the course, delegates will:

- Develop an understanding human resources development and personnel management practices
- Develop awareness the advantages of effective human resource management
- To develop awareness of key HR and HRD strategies for improving organisational success
- Demonstrate trends and do efficiency analysis
- Set up and effectively measure any element of delivered training & be able to demonstrate training efficiency
- Measure skills, knowledge, behaviour, competency, style, self belief, attitudes and personality

## Training Methodology

The training methodology used is designed to encourage maximum participation by all delegates. The presenter will suggest ideas and theories to the delegates and then encourage them to test out the ideas by the use of discussion, small group work, exercises and feedback. Case studies, DVD's, group exercise, worked examples will all be used in a relaxed and enjoyable learning environment.

## Organisational Impact

- Organisations using these techniques will get more for their training spend
- It provides an efficiency audit trail



- It can provide a basis for how training is funded; punished or rewarded for its results
- Lower staff turnover and more effectiveness in selection and assessment
- More commitment from the workforce

## **Personal Impact**

- You will find out how to analyse and evaluate - everything
- You will be able to use the latest techniques and models that are proven
- You will be able to produce hard data on training effectiveness and individual application
- You will know how to critically evaluate current HR practices
- You will be able to introduce an effective recruitment process
- You will understand how to get people to work more effectively

## **SEMINAR OUTLINE**

### **Module I**

### **Human Resources Development and Personnel Management.**

#### **DAY 1**

#### **Introduction to HRM, HRD and HRP**

- Seminar introduction and objectives
- The context for HR
- Change management
- Human Resource Management V Personnel Management
- Human Resource Development (HRD)
- Human Resource Planning (HRP)



- Strategic HRM - the new HR Strategic Model
- Outsourcing

## **DAY 2**

### **Resourcing & Recruitment**

- The employment psychological contract
- Why do good people leave?
- The process approach to interviewing
- Induction, job descriptions and references
- Personality Questionnaires and forms of testing
- Methods of detecting when applicants don't tell the truth
- The new recruitment process to avoid litigation
- The value of using assessment centres

## **DAY 3**

### **Pay & Employee Reward**

- Employee motivation
- Salary, bonuses & benefits
- Understanding competencies
- Competency based Assessment
- Competency and performance based pay
- Different structures - different pay and rewards
- Total pay concept
- Salary surveys

## **DAY 4**



## **Training Learning & Development**

- Career management
- Personal development
- Coaching
- Mentoring
- E-learning
- How flat organisational structures and empowered teams affect training and development
- Self Development
- 360 degree feedback as a development tool

### **DAY 5**

#### **Value for money from HR**

- The new HR structure
- New roles within HR
- HR Business Partners
- Value of trend analysis and HRP
- Internal and External Frameworks
- Proving ROI on HR activities
- Review

### **Module II**

#### **The Training Analyst**

### **DAY 6**



## **The Added Value Role of Today's Training Analyst**

- What value does training offer - group exercise
- The need for training to produce measurable results
- It's vital to know who your customer is
- Establishing a training process that works and is auditable -the new schema
- Mastering training costs and budgets -group exercise
- Managing and being accountable for training expenditure
- Adding value through training activities - examples
- The role of the training analyst - presentations

## **DAY 7**

### **How People Learn and Barriers To Learning**

- Learning style and their impact on training courses
- How we can inexpensively measure learning style -demonstration
- Personality and its impact on training results -the big five explained
- What can training realistically achieve - case study and discussion
- Can you overcome learning difficulties?
- Critical times to get the best from training - more time in the class room is not always the answer - demonstration
- Retention and its critical role in what we can remember
- Motivation factors in learning - what can we do differently?.

## **DAY 8**

### **Specifying and Constructing Training Properly**

- What are learning outcome objectives and why do we need them?



- How to write learning outcome objectives – group exercise
- The document needed for any training course – three critical documents
- Maximising the use of visual aid and other aids
- How to calculate room size needed and screen size
- Sound and its part in aiding learning
- The benefit of using specific training videos – examples
- Use of “clipped” video sequences – examples

## **DAY 9**

### **Training Analysis – The Key Areas of Measurement**

- Budget spent and the monitoring of costs
- Creating value from training – examples
- Understanding fully how competency frameworks work
- Setting standards for competency and measuring competency improvement
- What is performance – is it related to competency?
- Measuring improvements after training – how to do it
- Competence + performance = productivity
- Software needed to measure competence and performance – also automating TNA

## **DAY 10**

### **Measuring and Reporting Training Results**

- Formulas needed (added value) and unit costs
- Maximising but controlling training activities
- The new leadership role of training
- Dealing with uncertainty during training
- Case studies showing training success
- Should training functions be profit centres





- What is the role of end of course questionnaires?
- Your actions when returning to work



**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.