

# € TRAINING

Human Resource Management and Career  
Development



14 - 25 October 2024  
Casablanca (Morocco)  
New Hotel



# Human Resource Management and Career Development

REF: H2340 DATE: 14 - 25 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 6265 Euro

## Introduction

Human Resources Management and Career Development is a training course designed to provide participants with the knowledge and skills necessary to understand and develop key aspects of human resource management in organizations and companies. The course aims to improve participants' understanding of best practices in dealing with employees, improve their performance, and develop them to effectively contribute to achieving the organization's goals

## Course Objectives

- Deep understanding of the importance of human resources management and its impact on the performance of the organization
- Know the concepts and principles of human resource management and career development.
- Know the practical skills needed to select and hire the right personnel
- Develop staff training and development strategies to enhance their performance
- Performance management, performance appraisal and motivation of employees to achieve their personal and corporate goals
- Knowing the importance of strategic planning for human resources and implementing it effectively

## Targeted Audience

- Human resource managers and managers who work in the human resources sector and want to improve their skills and knowledge.
- New employees who want to understand the principles of human resource management and career development.
- Business owners and general managers who want to improve the performance of their teams and employees.

## Course Outline

### Unit 1: Introduction to human resource management and its importance

- The concept of human resource management and its role in achieving the goals of the organization.
- The importance of developing and developing employees to increase productivity and effectiveness.

### Unit 2: recruitment and selection of employees

- Staff recruitment process and associated challenges.
- Job analysis and job description writing.
- Personnel selection techniques and how to ensure compatibility with the organization.

### Unit 3: Developing employee resources

- The importance of developing employee resources in the organization.
- Determine the training and development needs of employees.
- Organizing and evaluating training programs to improve performance and skills.

#### Unit 4: Performance Management and Performance Evaluation

- The importance of performance management to achieve institutional goals.
- Performance appraisal techniques and tools and how to direct and motivate employees to improve their performance.

#### Unit 5: Designing development plans and career paths

- How to design development plans for employees commensurate with their needs and the objectives of the organization.
- Determine career paths and develop plans for promotions and professional development.

#### Unit 6: Performance Management and Motivation

- The importance of motivation and encouragement in improving employee performance.
- Use different motivational styles to enhance team performance.

#### Unit 7: Conflict Control and Change Management

- Identify the causes of potential conflicts within the organization and how to control them.
- The importance of managing change and applying effective strategies to achieve the desired change.

#### Unit 8: Communication and effective communication

- The importance of effective communication in improving the internal and external relations of the organization.
- Develop effective communication and active listening skills.

#### Unit 9: Human Resources Management and Labor Laws

- Familiarize yourself with the laws and regulations related to human resource management.
- Ensure the correct application of practical laws to avoid legal problems.

#### Unit 10: Public Relations and Social Communication

- The importance of building positive public relations to improve the image of the organization.
- Use social media effectively to communicate with employees and the public.

#### Unit 11: organizational values and culture

- The importance of defining organizational values and culture and its impact on work.
- Ways to promote positive organizational values and culture.

#### Unit 12: Reviewing and evaluating the course and future steps