

GUILDHALL COLLEGE



ASSIGNMENT

Module:	MANAGING HUMAN CAPITAL
Programme:	PgDip IBM – Level 2
Awarding body:	University of Gloucestershire
Issue Date:	Monday, 21 February 2011
Submission Date:	Thursday, 07 April 2011
Place of Submission:	Nelson Street (UOG Programme Administration Office)
Word Count:	2,000 - 2,500 words, excluding relevant appendices/diagrams

PLAGIARISM/COLLUSION

Any act of plagiarism or collusion will be seriously dealt with according to the college regulations. In this context the definition and scope of plagiarism are presented below:

Plagiarism is presenting somebody else's work as your own. It includes copying information directly from the web or books without referencing the material; submitting joint coursework as an individual effort; copying another student's coursework; stealing coursework from another student and submitting it as your own work.

Collusion is working collaboratively with another student to produce work that is submitted as the individual student work.

Suspected acts of plagiarism or collusion will be investigated as both constitute cheating and can result in expulsion from the course and the college. Full reference details should be given in the bibliography. Unacknowledged paraphrasing may also be plagiarism, if in doubt seek advice. For further information, see guildhall college's guidelines on referencing in academic writing.

This is an individual assignment

TASK

'In today's turbulent times, the challenges that companies face to remain competitive have changed rapidly. With constant new breakthrough in technology, companies fought hard with its competitors to establish and maintain their competitive advantage. Human Resource Management today has to be strategic to meet the business needs of the company. Therefore, managers of organisations resources cannot lose sight of the critical value and importance of people in making these strategies a reality'.

Critically evaluate strategies for people recruitment, retention, training, learning and development which maximise the skills and contributions of people.

Guidance Notes

Submission

- a. All coursework must be submitted to the programme administrator and a receipt must be obtained. Under no circumstances should other College staff/lecturer accept them.
- b. Without a receipt we will not be held responsible for any loss of assignments.
- c. The copy of the coursework submitted will not be returned to you after marking, though you will have access to feedback.
- d. You must also submit your Final One Page Turn-it-in Report with this assignment.

Good practice

- a. Make backup of your work in different media (hard disk, floppy disk, and memory stick, CD etc) to avoid distress for loss or damage of your original copy.
- b. Make an extra hardcopy of your work submitted for your own reference or later use.

Extension and Late Submission

If you need an extension for a valid reason, you must request one using a coursework extension request form available from the College. Please note that the lecturers do not have the authority to extend the coursework deadlines and therefore do not ask them to award a coursework extension. The completed form must be accompanied by evidence such as a medical certificate in the event of you being sick.

Penalties for late Submission

Coursework handed in after the Submission Deadline will be penalised as follows:

- One week late – Maximum Marks 40% and
- No submissions after one week.

Coursework not submitted will be recorded as Fail. Extensions without penalties may be granted, but only in exceptional circumstances e.g. illness, and should be accompanied by written evidence.

Marking Scheme
Managing Human Capital (Coursework April 2011)

A **2,000 - 2,500 words** assignment chronicling the student's personal reflection on a human resource, within an organisation with which they are familiar.

What does the assignment require?

The importance of each 'heading' needs to be stated, that is the consequences of the absence of any of the headings can be: either a threat impeding or interrupting the performance of the organisation, or an opportunity for superior competitive and reputational advantage which could be seized by the organisation for its long-term benefit.

Your answer should include relevant examples and demonstrate your understanding of how these strategic issues relate more broadly to organizational competitive edge.

Credit will be given for assignments that demonstrate a systematic and business like style, including: references to evidence-based argument derived from relevant research; authoritative literature or practical experience from other named organisations; and recommendations which are cogent, cost-effective and meaningful.

MARKING SCHEME ELEMENTS:

Business orientation and acumen

20% of the marks are allocated for evidence of strategic thinking and a grasp of business priorities in managing human asset.

Application capability

20% of the marks are allocated for demonstrated willingness to analyse a situation and generate sensible, cost-effective, yet (where appropriate) imaginative and creative recommendations for change.

Subject matter knowledge

20% of the marks are allocated for: - In-depth understanding

20% of the marks are allocated for a challenging, (constructively) critical approach to the use of evidence, whether derived from research or authoritative literature.

Presentation and persuasion skills **20%** of the marks are allocated for: -

- Reasoning which is sensitively connected to the likely values and priorities of senior managers and/or chief executives.
- A thorough grasp of the relevant themes covered by the assignment, bearing in mind the requirement to write an assignment which addresses a majority of Managing Human Capital.
- The use of appropriate literature and research sources in order to provide an evidence-based analysis.
- Material from (preferably named) organisations to bring the theoretical content of the assignment to life.