



# THE TIMES 100

Edition 14

## Enterprise Rent-A -Car: Recruitment and selection at Enterprise Rent-A-Car Lesson plan

### Content area

- Human Resource Management
- Selection
- Marketing
- Objectives

### Method

This resource can be used for general class work, homework or learning skills for investigation.

It is a good simple exercise in bringing the various terminologies together in understanding what it means, and how it can be used in context. This allows the pupils to bring out more in discussion and understand that the topics covered in Business Studies are not insular. The outcome will be by differentiation.

### First Activity:

Using the case study and any other resources, define the following words:

Entrepreneur; franchisor; franchisee; multinational; organisational structure; sales turnover; sales; leasing; hire purchase; employer; employee; product range; product mix; B2B; customer service; product; USP; market research; target market; growth; repeat business; aims; strategy; tactics; objectives; goals; awards; mission statement; HRM; personnel; recruitment; selection; induction; training; external recruitment; job specification; job description; selection process; cost effectiveness; workforce planning; natural wastage; rationalisation; retrenchment; expansion; skill shortages; labour market; recruitment consultants; graduate training scheme; motivation; initiative; diversification; labour retention; economies of scale; capacity utilisation; branding; liaisons; interns; mentoring; on the job training; off the job training; salary; wage; monetary rewards; non monetary rewards; fringe benefits; promotion; Maslow; self actualisation; Herzberg motivators; maintenance factors; finance department; HRM department; vehicle acquisition; procurement; risk management; profit centre; cost centre; centralisation; decentralisation; culture; fast track; marketing; sales; added value; advertisements; distribution channels; 4Ps; specialisation; skills; competencies; CV; mentoring; coaching; product orientated; market orientated; service orientated; human capital; productivity; labour turnover; job analysis.

### Second Activity

Once you have completed the definitions link the following words together to form a paragraph. The words do not necessarily have to be in any order but must be in context of Enterprise Rent-A-Car.



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## Questions

1. Who are Enterprise Rent-A-Car customers?
2. What is human capital?
3. Distinguish between market orientated and service orientated.
4. What is the difference between job description and job specification?
5. Why is it important for Enterprise Rent-A-Car to do workforce planning?
6. In the first paragraph of the case study, what is meant by turnover?
7. Why is it important for a business such as Enterprise Rent -A -Car to have aims?
8. What are SMART objectives?
9. Why does Enterprise Rent- A-Car offer Graduate Management Training Schemes?
10. How might the Organisational structure for Enterprise Rent-A-Car have changed over time?

## Activities

Using the Case study, Enterprise Rent-A-Car and any other source that you may find, produce a presentation for the class on any aspect of the company that you find interesting.

Using the various sources of information available to you, research Enterprise Rent-A-Car and any of the other companies featured in the Times100 and find out who offers graduate training schemes and how they are different in terms of requirements, structure and rewards.

Using various sources compare Enterprise Rent-A-Car to another car rental company of choice. Compare locations, fleet size, pricing policies, product range and customer service promises.

## Other resources

- MP3 download of the full case study
  - Summary of the case study . 500 words
  - Brief of the case study. for lower ability pupils
  - Interactive online quizzes
  - Revision theory
- <http://www.thetimes100.co.uk/theory/theory--aims-objectives--361.php>  
<http://www.thetimes100.co.uk/theory/theory--staff-training-development--402.php>  
<http://www.thetimes100.co.uk/theory/theory--market-product-orientation--211.php>  
<http://www.thetimes100.co.uk/theory/theory--the-importance-customer-service--414.php>  
<http://www.thetimes100.co.uk/theory/theory--recruitment-selection--349.php>



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