

## Teacher guide

### Human Resource Management (HRM) – Harrods

#### Where does the lesson fit?

This session would serve as an introduction to a module covering People in Business, it would fit in a Managing People or Human Resources module.

#### Suggested resources & activities related to HRM and Harrods.

- Full Harrods case study
- HRM PowerPoint
- Harrods crossword and word search
- Harrods MP3

#### Suggested timings for the session

10 mins	Starter e.g. Harrods word search or crossword
5 mins	Use the HRM PowerPoint to discuss the topic and related topics
5 mins	Read the case study
10 mins	Questions
20 mins	Task
10 mins	What have you learned?

#### Answers to questions

1. What is the role of the Human Resources department?

The Human Resources department within an organisation is responsible for managing employee relationships. This includes recruitment and selection, training and development, performance and employee engagement.

2. Explain the term 'employee turnover' and give examples of why high employee turnover could have a negative impact on a business.

Employee turnover measures the rate at which employees leave their employer, usually over a one year time period. High employee turnover can have a negative impact on a business as it increases the need to recruit and train new employees which is expensive. It can also decrease productivity whilst new staff are sources and it also means skilled and experienced workers are lost.

3. Describe some of the different communication methods used to create employee engagement at Harrods.

Harrods uses a range of verbal, visual and face-to-face methods of communicating with employees to create employee engagement. These include, an internal employee magazine,





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morning briefings, an intranet site, employee forum, mentoring and coaching and training and development opportunities.

4. Analyse why it is important for businesses like Harrods to evaluate its employee communications using, for example, an employee survey.

An evaluation of communications is important to ensure that the communication is reaching the correct audience and having the correct impact. Knowing your employees true opinions can give greater insight into the company. Since a lot of time and money may be spent on communication, it is important to ensure the communication is as effective as possible. Lessons can be learned when communication is found to be ineffective and alternative ideas can then be adopted in future.

#### **What have you learned?**

Expected learning is likely to include:

- The role of the Human Resources department
- The purpose and importance of Human Resources Management
- Methods of communicating to employees
- The importance of creating two-way communication in creating employee engagement
- Benefits of Human Resource Management