

Human Resource Management - Maneesh Wijewardhana**Maneesh Kandage Wijewardhana posted Mar 14, 2021 7:00 PM**

HRM is all of the activities involved in acquiring, maintaining, and developing an organization's human resources (Pride, et al. 2020, 137). This consists of three phases which are acquisition, maintenance, and development. The question I'll be answering today is why human resource management in today's organization is instrumental in driving it towards its goals.

HRM improves the underlying company because of the knowledge of how human capital affects organizational success (Mayhew 10 Reasons HR Is Important to an Organization) This means that leaders in HR strategic management can participate in corporate decision-making and think of projections for future workforce needs based on how much demand is seen. If your organization is changing direction whether that be by developing new products, changing the mission statement, or changing overall goals, HRM has to lead the way with employee programs and processes in order for this shift to be more strategic and effective. This will overall help the organization move towards its goals and also shift its strategy based on direct demand.

HRM also has training and development specialists who coordinate new employee orientation which is an essential step in establishing a strong employer-employee relationship. This also means that these specialists are able to assess and see where different employee's strong suits and weaker points reside. HRM must provide leadership, training, scheduling assistance, selection monitoring, and more (Heathfield Learn About the Importance of Human Resources Management for Retention). This allows for a more efficient way of training because an organization is always looking to meet its goals and so having a robust training/development team is crucial for that.

My question to you guys on this topic is, do you believe that companies that have mediocre HRM are the same ones that do not prosper? If so, how would you improve that side of the organization if you had complete control over it?

Mayhew, Ruth. "10 Reasons HR Is Important to an Organization." Small Business - Chron.com, Chron.com, 29 Jan. 2019, smallbusiness.chron.com/10-reasons-hr-important-organization-22424.html.

Heathfield, Susan M. "Learn About the Importance of Human Resources Management for Retention." The Balance Careers, www.thebalancecareers.com/what-is-the-importance-of-human-resources-management-1917588.

Pride, W. M., Hughes, R. J., Kapoor, J. R., Althouse, N., & Allan, L. (2020). Exploring the World of Business and Economics. In Business (First ed.).

[Type here]

[Type here]

[Type here]

Starship

Maneesh Kandage Wijewardhana posted Mar 21, 2021 9:33 PM

One product and more of service that is of interest to me would be Starship from SpaceX, which represents a fully reusable transportation system designed to carry both crew and cargo to Earth orbit, the Moon, Mars and more. Starship is the fully reusable spacecraft and second stage of the Starship system. It offers an integrated payload section and is capable of carrying passengers and cargo to Earth orbit, planetary destinations, and between destinations on Earth (Starship, 2020). Even though this product is still in the production stage, SpaceX's mission statement and proof of performance is something that I truly admire and give me a lot of interest in.

Starship is promoted very well on their website and each iteration of the ship gets well documented and recorded. Being able to see what the production team sees during launch times as well as seeing the failures that Elon Musk and his team have to go through is very admirable. This shows that the company is very transparent with the public and demonstrates good ethics overall. Combine this with the fact that their mission statement is very strong is the reason why many people have an interest in this product. They have many mission statements that all coincide with the product at hand, all of which sit underneath the main statement which is making human life multi-planetary.

Although there is no set price on starship's public transportation system, there are many ways to assume this based on what Elon Musk has said in interviews. When Musk unveiled the BFR in September 2017, the Starship's predecessor, he explained that the cost per seat for an inter-Earth flight should be "about the same as full fare economy in an aircraft." (Brown SpaceX Starship: here's how much an inter-Earth flight will cost). This will ultimately be around \$1,544 for economy and \$10,735 for first-class based on JFK Airport costs. We still do not know how to estimate for outer-Earth travel but we can assume it will be greatly higher for good reason. A company with great ambition and initiative is something that can be very attractive and I see no reason as to why SpaceX's future products like Starship, hit the market like no other. This goes to show that products no matter the cycle that they are in, have the potential to impact a market or in this case, create a whole new one.

Question: How do you think a product like this was able to hit the market without any true advertising such as tv, radio, but merely news outlets documenting some of the events?

Brown, Mike. "SpaceX Starship: Here's How Much an Inter-Earth Flight Will Cost." Inverse, 29 Oct. 2019, www.inverse.com/article/60525-spacex-starship-here-s-how-much-an-inter-earth-flight-will-cost.

"Starship." SpaceX, www.spacex.com/vehicles/starship/#:~:text=Starship%20is%20the%20fully%20reusable,and%20between%20destinations%20on%20Earth.

[Type here]

[Type here]

[Type here]

This was great to read! I also believe that Starlink will be greatly used within rural communities and it's awesome to know that your family has signed up for beta testing! The price where Starlink currently stands seems to be the only downside that is easy to see but as you said, it may just save money in the long run for rural communities. Personally, I do not have experience living in a rural community but seeing the outrage shows me that it's something that needs to be acted upon. As of 2016, the Federal Communications Commission reported that 39% of rural residents lacked broadband. By 2020 that estimate had dropped to 21 million. But an examination by BroadbandNow, a Los Angeles-based online database of Internet service, found that the FCC had underestimated the number by almost half. The real number, they claimed, was around 42 million (Why Some Rural Communities Lack High-Speed Internet). To answer your question, yes, I have heard of Starlink but had barely done any research outside of the media outlets that talk about it. I feel like if they can push this product onto regular advertising such as TV, radio, mainstream media, or even through physical mediums to reach even more rural areas, they could have more beta testers and a bigger audience.

[]. "Why Some Rural Communities Lack High-Speed Internet." Government Technology State & Local Articles - E.Republic, www.govtech.com/network/Why-Some-Rural-Communities-Lack-High-Speed-Internet.html.

<<< Replied to post below >>>

Authored by: Kiera Orr-Casbourne

Authored on: Mar 15, 2021 10:31 PM

Subject: Product of Interest: Starlink

A product of my interest is Starlink, a satellite internet service provided by SpaceX, which is aiming to provide internet service for those in rural communities with limited to no WIFI. Personally, my family has really struggled with internet service and usage and we actually have signed up for the beta testing, but have not received any confirmation about it as of now. Currently, Starlink is priced at \$129/month and \$649 plus tax initially for the equipment (Daigle, 2020). At first glance, this seems to be a significant expense, but high overages in rural areas, especially during a pandemic where people are learning and working from home, are not uncommon. For some individuals, Starlink would enable them to save money. In addition, for those that do not have any internet options, it would provide them to become connected to the online world.

Starlink is distributed directly through Starlink's website. The benefit of this is that they receive all of the profit, while maintaining a direct relationship with the customers (Pride et al., 2020, p.222). Starlink does not need an intermediary since their reputation from SpaceX and Tesla have become so popular. A brand name of Starlink that is connected to Elon Musk has a great advantage to enable them to be a direct distributor.

Have you heard of Starlink? How do you think they could better advertise and market their product?

[Type here]

[Type here]

[Type here]

Daigle, T. (2020, December 08). Elon Musk's Starlink offers fast internet connections to rural Canadians. but it's not cheap | CBC News. Retrieved March 16, 2021, from <https://www.cbc.ca/news/technology/starlink-internet-beta-testing-in-canada-1.5831765>
Pride, W. M., Hughes, R. J., Kapoor, J. R., Althouse, N., & Allan, L. (2020). Exploring the World of Business and Economics. In Business (First ed.).

Reflection

These 4 weeks has taught me a lot about management, human resources, organizational structure, marketing, and product management. Having to discuss with my peers is something that boosted my understanding even more rather than just reading the textbook and doing the weekly readings. I was able to get other people's take on what these topics such as management meant for them versus what they meant for myself. In doing so, I was able to start great talking points within my posts. One thing I made sure to do this time around was to ask meaningful and engaging questions about the topic at hand so it can make responding to my posts easier as well as more talking points. I also made sure to cite more sources and use in-text citations so the reader knows where each point I use come from and can research for themselves if interested as well. One thing I would do differently is to try and post during the beginning of the week because this will allow my peers to respond to me easier. Having an early post means that more classmates will see it and be drawn to responding rather than posting later on. To fix this I will have to change up my workflow with my other classes and figure out a better set schedule.