

**ASSIGNMENT**

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**BMOM5203  
ORGANISATION AND BUSINESS MANAGEMENT  
JANUARY 2024 SEMESTER**

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***SPECIFIC INSTRUCTION***

1. Answer in **English**.
2. Number of words: **3,000 – 5,000 words** excluding references.
3. Submit your assignment **ONCE** only in a **SINGLE** file.
4. Submit your assignment **ONLINE**.
5. Submission date : **xxx until xxx**.
6. This assignment accounts for **60%** of the total marks for the course.

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## ASSIGNMENT QUESTION

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### PURPOSE

The purpose of this assignment is to enhance the learner's ability to analyse human resource management practices and suggest an approach that managers can take to improve the effectiveness and efficiency of the recruitment exercise.

### REQUIREMENT

**Read the following scenario:**

#### **How Google Lands the Best Employees in a Tough Job Market**

We continue to hear that U.S. universities are not preparing enough software developers and engineers to meet employers' demands, yet Google receives about 20,000 job applications a week and hires the best of the best. What is their secret? Part of the answer is found in how the company treats its workers. They are paid well, and Google tries to make the workplace comfortable with benefits such as free laundry service, exercise facilities, and free food. It also provides onsite child care and options for job sharing and telecommuting. Year after year, Google is near the top of *Fortune's* 100 Best Companies to Work For. Employees see Google as being involved in something that matters, and they are eager to be part of a company that is making the Internet a powerful tool for its users. Because Google is an attractive employer, it can be picky about whom it hires.

Assume that you are a Human Resource Manager in your organization. In relation to the above scenario, discuss the following questions:

- a. Discuss how companies use human resource management to gain competitive advantage.
- b. In your recruitment exercise, give reasons why companies recruit both internally and externally for new hires.
- c. What are the various methods that companies use for selecting new employees?
- d. Employers spend millions of money on training and development in their efforts to develop the workforce. Evaluate the importance of spending on training and development.
- e. Suggest some ways how you can improve the recruitment exercise in your organization.

To perform the assignment tasks, apart from using your experience as a human resource manager, you have to search and select at least five (5) relevant journal articles and books for your reference and relate to the organisation's recruitment exercise.

**[TOTAL: 60 MARKS]**

## ASSIGNMENT RUBRICS

## BMOM5203 ORGANISATION AND BUSINESS MANAGEMENT / JANUARY 2024

*QN	CLO	Criteria	Weight	Excellent/	Good	Fair	Poor	Unsatisfactory/ No response	Max Marks
				4	3	2	1	0	
1	2	Introduction of the selected company by highlighting the background, vision, mission and goal.	0.5	A very clear introduction of the selected company by highlighting the background, vision, mission and goal.	A clear introduction of the selected company by highlighting the background, vision, mission and goal.	A clear but brief introduction of the selected company by highlighting the background, vision, mission and goal.	A poor introduction of the selected company by highlighting the background, vision, mission and goal.	No introduction was given.	2
1	2	Discussion on how companies use human resource management to gain competitive advantage.	3.0	A very clear and detailed discussion on how companies use human resource management to gain competitive advantage.	A clear and detailed discussion on how companies use human resource management to gain competitive advantage.	An adequate and brief discussion on how companies use human resource management to gain competitive advantage.	A vague and brief discussion on how companies use human resource management to gain competitive advantage.	No discussion was given.	10
1	2	Reasons why you recruit both internally and externally for new hires.	3.0	A very clear and detailed description of why companies recruit both internally and externally for new hires.	A clear and detailed description of why companies recruit both internally and externally for new hires.	An adequate and brief description of why companies recruit both internally and externally for new hires.	A vague and brief description of why companies recruit both internally and externally for new hires.	No reason was given.	10
1	2	The various methods that you use for selecting new employees.	2.5	A very clear and detailed explanation of the various methods used for selecting new employees.	A clear and detailed explanation of the various methods used for selecting new employees.	An adequate and brief explanation of the various methods used for selecting new employees.	A vague and brief explanation of the various methods used for selecting new employees.	No explanation was given.	10

1	3	Evaluation of the importance of spending on training and development.	2.5	A very clear and detailed evaluation of the importance of spending on training and development. Justification and evidence or proper examples were given.	A clear and detailed evaluation of the importance of spending on training and development. Justification and evidence or proper examples were given.	An adequate and brief evaluation of the importance of spending on training and development. Justification and evidence or proper examples were given.	A vague and brief evaluation of the importance of spending on training and development. Justification and evidence or proper examples were given.	No evaluation was given.	8
1	3	Suggestions on some ways how recruitment exercise in the organisation can be further improved.	3.0	Four suggestions on how recruitment exercise in the organisation can be further improved.	Three suggestions on how recruitment exercise in the organisation can be further improved.	Two suggestions on how recruitment exercise in the organisation can be further improved.	One suggestion on how recruitment exercise in the organisation can be further improved.	No discussion was given.	8
1	3	Summary	0.5	All the main points were clearly summarised and written in a concise and coherent manner.	Some of the main points were clearly summarised and written precisely and coherently.	Some of the main points were clearly summarised but were not written in a coherent manner.	Irrelevant points were summarised.	No summary was given.	2
		Total	15.0	***Examiners are required to use their own judgment when awarding marks.					60

\*QN: QUESTION NUMBER