Outline For Assignment of BMOM5203

1. **Introduction**:
   * Brief overview of the assignment's purpose and structure.
   * Introduction to Google as the selected company for analysis.
   * Highlight Google's significance in the technology industry and its reputation as an employer.
2. **Background of Google**:
   * Discuss Google's establishment, growth, and current standing in the industry.
   * Outline Google's vision, mission, and core values.
   * Highlight Google's achievements and recognitions, such as its ranking in Fortune's 100 Best Companies to Work For.
3. **Discussion on Human Resource Management and Competitive Advantage**:
   * Explain how companies, including Google, utilize HR management practices to gain a competitive edge.
   * Discuss specific HR strategies employed by Google, such as employee benefits, workplace culture, and talent acquisition.
4. **Reasons for Internal and External Recruitment**:
   * Explore the advantages of both internal and external recruitment methods.
   * Provide examples of how Google benefits from internal promotions and external talent sourcing.
5. **Methods for Selecting New Employees**:
   * Outline various methods used by companies like Google for selecting new employees.
   * Discuss the effectiveness of methods such as behavioral interviews, technical assessments, and cultural fit evaluations.
6. **Importance of Training and Development**:
   * Evaluate the importance of investing in training and development programs.
   * Provide examples of how Google's training initiatives contribute to employee growth and organizational success.
7. **Suggestions for Improving Recruitment Exercises**:
   * Propose actionable recommendations for enhancing recruitment processes within your organization, drawing insights from Google's practices.
   * Discuss the potential impact of these improvements on attracting and retaining top talent.
8. **Conclusion**:
   * Summarize the key points discussed in the assignment.
   * Reinforce the importance of effective HR management in achieving organizational goals.
   * Reflect on the significance of continuous improvement in HR practices.