



*Training Course:
Certified Specialist in Recruitment and Selection*

*9 - 13 November 2026
Casablanca (Morocco)*

Training Course: Certified Specialist in Recruitment and Selection

Training Course code: HR235123 From: 9 - 13 November 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction:

Government and private institutions face a range of challenges and threats related to efficiency, effectiveness, profitability, as well as challenges linked to the renewable environment, increased competition, globalization, comprehensive quality, balanced performance, team building, fostering creativity and excellence, changing customer preferences, and levels of ambition. There is also a challenge associated with maintaining coherence between organizational dimensions such as organizational culture, organizational climate, strategic planning, adapting to renewable technology, the information and knowledge revolution. These challenges can only be tackled by exceptional and innovative human resources, which can lead our Arab organizations and institutions towards change, innovation, development, leadership, excellence, and being at the forefront rather than the ordinary.

Objectives:

By the end of the training program, participants will be able to:

- Acquire skills in identifying and attracting individuals, conducting interviews, selecting, and appointing candidates for work.
- Understand the scientific aspects and practical methods in human resource management.
- Enhance their skills and abilities in the field of managing attraction, selection, and appointment policies and their relationship to other human resource policies, such as job descriptions and business analysis.
- Gain methods and tools for implementing selection policies, conducting interviews, determining job titles, and managerial levels.

Target Audience:

- Human Resources Managers
- Workforce Planning Managers
- Training and Functional Development Managers
- Employee Affairs Managers
- All departments involved in human resource development and competency building
- Anyone interested in developing their skills and experiences and sees the need for this course

Outlines:

Day 1:

Introduction to Human Resource Studies:

- The modern concept of human resource management.
- Objectives of human resource management.
- Defining recruitment and selection strategies as part of human resource strategies.

Day 2:

Human Resource Functions as key elements in recruitment and selection:

- Human resource planning.
- Job analysis.
- Job description.
- Requirements for defining human resources quantity and type.

Day 3:

Recruitment:

- Concept of recruitment.
- Objectives of recruitment.
- Recruitment policies.
- Successful recruitment strategies.
- Evaluating internal and external sources for recruitment.
- Calculating recruitment costs.

Day 4:

Selection and Appointment:

- Key issues in the selection and appointment process.
- Responsibilities of selection and appointment.
- Professional and psychological tests for selection and appointment.
- Steps in the selection and appointment process.

- Modern selection methods.
- Types of interviews.
- Discovering interviewees through body language.
- Negotiation skills in selection and appointment sessions.
- Procedures for appointment and attracting new employees.

Day 5:

E-Recruitment:

- Time-saving in recruitment.
- Reduced recruitment costs.
- Achieving wider reach.
- Latest filtering tools.
- Showcasing the company's brand and benefits.
- Updating management tools.
- Maintaining confidentiality.
- Opening the door for initiative.
- Building a reference database.

Registration form on the Training Course: Certified Specialist in Recruitment and Selection

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