



*Training Course:
Human Resource Management*

*29 March - 2 April 2027
Casablanca (Morocco)*

Training Course: Human Resource Management

Training Course code: HR234804 From: 29 March - 2 April 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's competitive and rapidly evolving business environment, **Human Resource Management HRM** plays a central role in driving organizational performance, talent development, and long-term sustainability. Modern HR professionals are expected not only to manage administrative processes but also to contribute strategically by aligning workforce capabilities with business objectives.

This comprehensive training program provides participants with a **solid foundation in HRM concepts, practices, and procedures**, while also introducing advanced tools for performance management, employee relations, and strategic workforce planning. The program focuses on building the competencies required to **enhance employee performance, ensure compliance, and support organizational growth**.

Participants will gain practical knowledge on how to manage the full employee lifecycle—from recruitment and selection to development, performance management, and retention—while understanding how HR contributes to competitive advantage.

Program Objectives

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

- Understand the **role and responsibilities of HR professionals**
- Apply effective **recruitment, selection, and staffing strategies**
- Align HR practices with **organizational strategy and business objectives**
- Enhance employee performance through structured **performance management systems**
- Identify legal, regulatory, and compliance requirements in HR
- Manage employee relations and workplace conflicts effectively
- Design and implement **training and development initiatives**
- Apply HR metrics, including the HR Scorecard
- Make HR decisions based on **data and evidence rather than assumptions**

Target Audience

- HR Officers and HR Assistants
- Recruitment and Talent Acquisition Specialists
- Compensation and Benefits Analysts
- Employee Relations Professionals
- Training and Development Managers
- Professionals entering or transitioning into HR roles
- Line Managers with HR responsibilities

Training Outline

Day 1: Foundations of HRM and Strategic Context

- Introduction to Human Resource Management
- HRM cycle and core functions
- HR's role in business performance and strategy
- Strategic business planning and HR alignment
- Corporate Social Responsibility CSR and HR
- Human Capital Management concepts
- Workforce planning and forecasting techniques
- Recruitment strategies and external sourcing
- Practical exercise: Workforce planning scenario

Day 2: Recruitment, Selection & Organizational Development

- Employee selection processes and best practices
- Pre-employment assessments and evaluation tools
- Compensation fundamentals and employment agreements
- Introduction to HR analytics and metrics
- Change management principles in HR
- Employee relations and HR-line management collaboration
- Competency frameworks and talent development
- Succession planning strategies
- Workshop: Designing a recruitment and selection plan

Day 3: Training, Development & Performance Management

- Training and development frameworks
- Training needs analysis and competency assessment
- Designing effective training programs
- Evaluating training effectiveness
- Performance management systems and appraisal methods
- Career planning and employee development
- Retention strategies and employee lifecycle management
- Case study: Improving workforce performance

Day 4: Employee Relations & HR Measurement Tools

- Workplace relations and organizational culture
- Conflict types and resolution strategies
- Employee engagement and communication
- Introduction to Key Performance Indicators KPIs in HR
- Using the HR Scorecard
- HR strategy mapping and performance tracking
- Designing HR dashboards and reporting tools
- Practical exercise: Building an HR scorecard

Day 5: Future Trends and Strategic HR Development

- Emerging trends in Human Resource Management
- Global HR practices and workforce dynamics
- Leadership, teamwork, and organizational agility
- Changing workforce expectations and HR adaptation
- Technology and digital transformation in HR
- Strategic HR planning for future organizations
- Final workshop: Developing an HR action plan

Registration form on the Training Course: Human Resource Management

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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