



*Training Course:
The Oxford HRM & Training Programme*

*1 - 12 February 2027
Casablanca (Morocco)*

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Training Course code: HR3014 From: 1 - 12 February 2027 Venue: Casablanca (Morocco) - Training Course Fees: 7350 € Euro

Introduction

This comprehensive training program, designed by Global Horizon Training Center, addresses the growing need for HR and Training professionals to move beyond traditional administrative roles and actively contribute to organizational value creation.

In today's highly competitive global environment, organizations must leverage innovative HR practices and modern training methodologies to enhance performance, optimize workforce capabilities, and achieve sustainable competitive advantage. This program combines **theoretical foundations with practical application**, enabling participants to translate HR concepts into actionable strategies.

The program is uniquely structured into two integrated modules:

- **Module I:** Human Resources Development and Personnel Management
- **Module II:** The Training Analyst

Each module can be taken independently; however, the full value is realized when both are completed consecutively as a two-week intensive program. Participants will gain a holistic understanding of HR functions, training systems, and performance measurement, supported by real-world case studies and best practices from leading organizations.

Objectives

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

- Understand and apply modern Human Resource Management HRM and Human Resource Development HRD practices
- Analyze the strategic role of HR in improving organizational performance
- Evaluate and implement effective HR and training strategies
- Conduct efficiency and trend analysis related to HR and training functions
- Measure training effectiveness across multiple dimensions including skills, behavior, and competency
- Design systems to assess and improve training outcomes and ROI
- Apply advanced tools to evaluate organizational performance and workforce development

Target Audience

- HR Managers and HR Business Partners
- Training and Development Managers
- Learning & Development Specialists

- Organizational Development Professionals
- HR Analysts and Training Coordinators
- Professionals involved in workforce planning, training evaluation, and HR strategy

Outlines

Module I: Human Resources Development and Personnel Management

Day 1: Foundations of HRM and Strategic Context

- Introduction to HRM, HRD, and HRP
- The strategic context of HR
- Change management in organizations
- HRM vs. Personnel Management
- Strategic HR models and frameworks
- Outsourcing in HR

Day 2: Resourcing and Recruitment

- The psychological contract
- Employee retention challenges
- Interviewing techniques and process-based recruitment
- Induction, job descriptions, and referencing
- Personality assessments and testing methods
- Legal considerations in recruitment
- Assessment centers and their value

Day 3: Compensation and Employee Reward

- Motivation theories and applications
- Salary structures, bonuses, and benefits
- Competency-based assessment and pay
- Performance-linked reward systems
- Total reward concept and salary benchmarking

Day 4: Training, Learning, and Development

- Career and personal development strategies
- Coaching and mentoring techniques
- E-learning and modern training approaches
- Organizational structure impact on learning
- 360-degree feedback systems

Day 5: Value Creation through HR

- Modern HR structures and roles
- HR Business Partner model
- HR analytics and trend analysis
- Internal and external HR frameworks

- Measuring ROI of HR activities

Module II: The Training Analyst

Day 6: Strategic Role of the Training Analyst

- Value of training in organizations
- Aligning training with business objectives
- Training cost management and budgeting
- Building auditable training systems
- Accountability in training functions

Day 7: Learning Theories and Barriers

- Learning styles and their impact
- Personality factors in learning
- Overcoming learning barriers
- Retention and motivation in training
- Case studies and practical applications

Day 8: Designing Effective Training Programs

- Writing learning objectives
- Essential training documentation
- Use of visual and audio aids
- Training environment optimization
- Instructional design best practices

Day 9: Training Measurement and Analysis

- Monitoring training budgets and costs
- Competency frameworks and performance linkage
- Measuring post-training improvements
- Productivity enhancement through training
- Use of software for training analytics

Day 10: Reporting and Maximizing Training Results

- Training ROI and cost-benefit analysis
- Managing and controlling training activities
- Leadership role in training functions
- Handling uncertainty in training environments
- Case studies and best practices
- Post-training action planning

Registration form on the Training Course: The Oxford HRM & Training Programme

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

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
Official E-Mail:

Company Information

Company Name:
Address:
City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
Official E-Mail:

Payment Method

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