

Product Marketing



OBJECTIVES

Upon successful completion of this course, you will have developed:

- Mastery of key HR management terms and concepts.
- Knowledge of current best practices observed in leading companies.
- Appreciate the importance of the human side of the company.

LEARNING OUTCOMES

In this course, we will review how companies assess their workforce needs, and then recruit, hire, manage, evaluate, and reward their employees. We will analyze several leading companies, trying to establish what constitutes current best practice in this field. We will also assess how modern management paradigms, such as corporate social responsibility, affect the policies of companies towards their employees.

HR practices are subject to national legal frameworks. Although this course approaches the subject from an international perspective, U.S. regulations will be prominent: everything that shapes the business environment in the U.S. is bound to influence practices and legislation in other countries as well.