

# CHAPTER 7 + 8 + 9

Human Resources  
Information Management  
Public Relations

CHAPTER 8



HR Maintenance

Training & development



## HUMAN RESOURCES DEFINITION

- Responsible for the provision and maintenance of a competent workforce.
- Ensures that the enterprise employs the right number and type of employees.
- Includes the recruitment, selection, employment and induction of an efficient labour force.



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graph TD; HR[HUMAN RESOURCES] --- HR_Prov[HR Provision]; HR --- HR_T&D[Training & development]; HR --- HR_Maint[HR Maintenance];
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**HUMAN  
RESOURCES**

**HR Provision**

**Training &  
development**

**HR  
Maintenance**



# HR Provision



# PLANNING

## JOB ANALYSIS

Job Description

Job Specification

Duties &  
responsibilities

Qualification, skills  
& experience

# RECRUITMENT

*Searching for and inviting potential employees to apply for available posts*

## Recruitment

### Internal recruitment

**Job posting**(bulletin boards, e-mail, telephone voicemail-based systems)

**Self-selection**(advertising within the business)

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**References**(used internally and externally; current employees recommend their family and friends)

### External recruitment

**Training institutions**(schools, colleges, universities)

**Self-presentation**(job-seekers present themselves at employment offices)

**Advertisements**(newspapers, magazines)

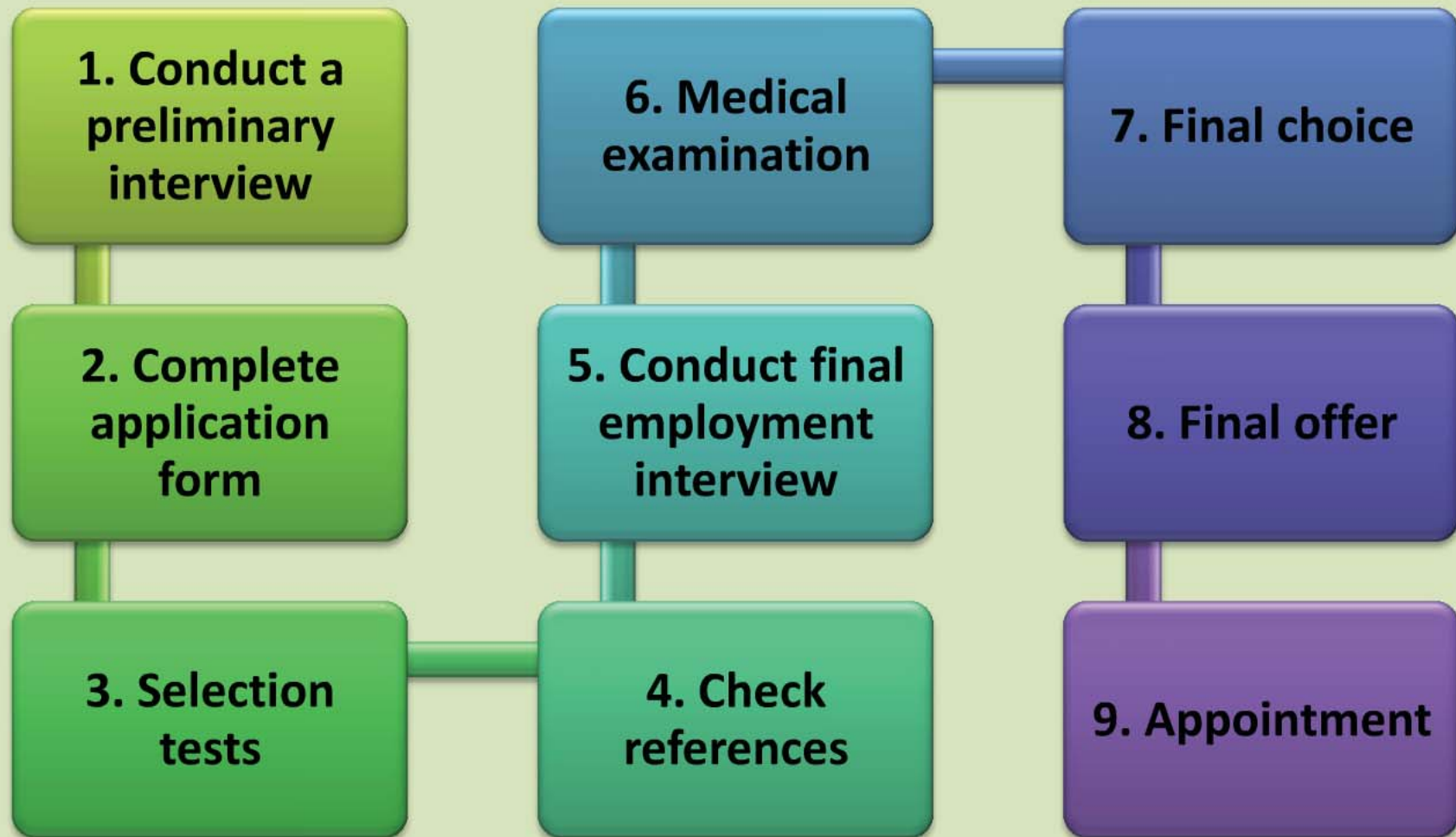
**Employment agencies**(agencies recruit, eg 'Jobfinder', 'Employ SA')

**Professional institutions**(specialised employment agencies, 'Executives on the web')



# SELECTION

*The process in which the most suitable person for the post is chosen from among the applicants*



# EMPLOYMENT & PLACEMENT

- *Finalize administrative matters - complete forms and provide personal information.*
  - *Placed in the position applied for.*



# ORIENTATION

*Employees are introduced to: The enterprise, procedures, environment and work situation Co-workers, subordinates and supervisors*

## **CAN BE DONE:**

- **Before new employees arrive at the business** (congratulate, working hours, dress code, schools, estate agents, furniture, equipment, stationery)
- **On the first day** (meet, introduce to other, show work space, finalise admin & forms, check transport, accommodation. Get working!)
- **During the first two weeks**(activities of section, duties, responsibilities, date and method of payment, working hours, leave, meal and tea breaks)
- **During the first six months**(develop and become more productive, identify shortcomings, training needs)

# LEGISLATION

*Human resource provision and the law*

*Labour relations Act*

*Basic Conditions of Employment Act*

*Employment Equity Act*

*Human resource managers and entrepreneurs will have to adjust policies and procedures and apply them fairly and consistently to all applicants*



# Training & development

## Induction

- Teaches the employee **what** to do

## Training

- Teaches the employee **how** to do it, process by which employee acquires knowledge, skills

## Development

- Prepare employee for promotion/management posts (managers/potential managers)

## STEPS OF TRAINING

1. Determine training needs



2. Establish training programme objectives



3. Determine training methods



4. Present the training



5. Evaluate training



**EMPLOYER**  
- Provide a safe and sound working environment  
- Provide information and training  
- Provide a safe and sound working environment  
- Provide information and training

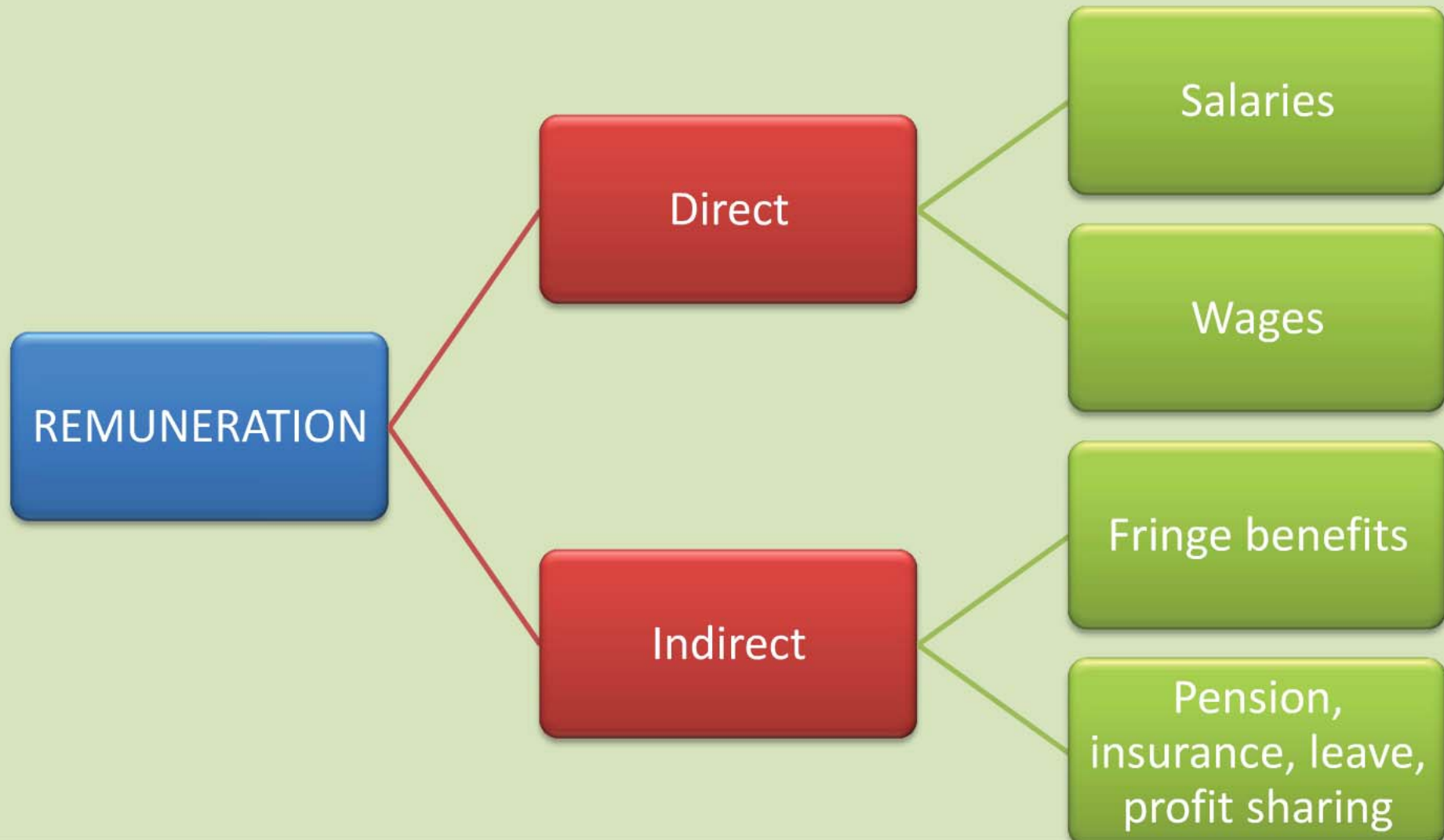
**WORKERS**  
- Conditions of service  
- Hours of work  
- Rights and privileges  
- Dismissal procedure  
- Disciplinary procedure

**UNION**  
- Representing employees  
- Negotiating with management  
- Representing employees  
- Negotiating with management

# HR Maintenance



# REMUNERATION



# ADMINISTRATION

## Payslip information

- *Employer's name and address*
- *Employee/worker's name and address*
- *Period for which payment is made*
- *Total salary or wages*
- *Any deductions*
- *Actual amount paid*
- *If relevant: overtime rates, number of overtime hours worked, number of overtime hours worked on a Sunday/ public holiday*
- *Total number of ordinary and overtime hours worked in period of averaging if a collective agreement to average working time has been concluded*

# POLICY DOCUMENT



- *Conditions of service*
- *Leave codes*
- *Rights and privileges*
- *Grievance procedure*
- *Disciplinary procedure*

## **WORKING CONDITIONS**

- **Basic conditions of employment**
- **Compensation for occupational injuries and diseases**
- **Employment equity**
- **Labour market research and statistics**
- **Labour relations**
- **Occupational health and safety**
- **Skills development**
- **Unemployment insurance fund**
- **Maternity benefits**
- **Registration**
- **Payslips**
- **Annual leave**

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# CHAPTER 8

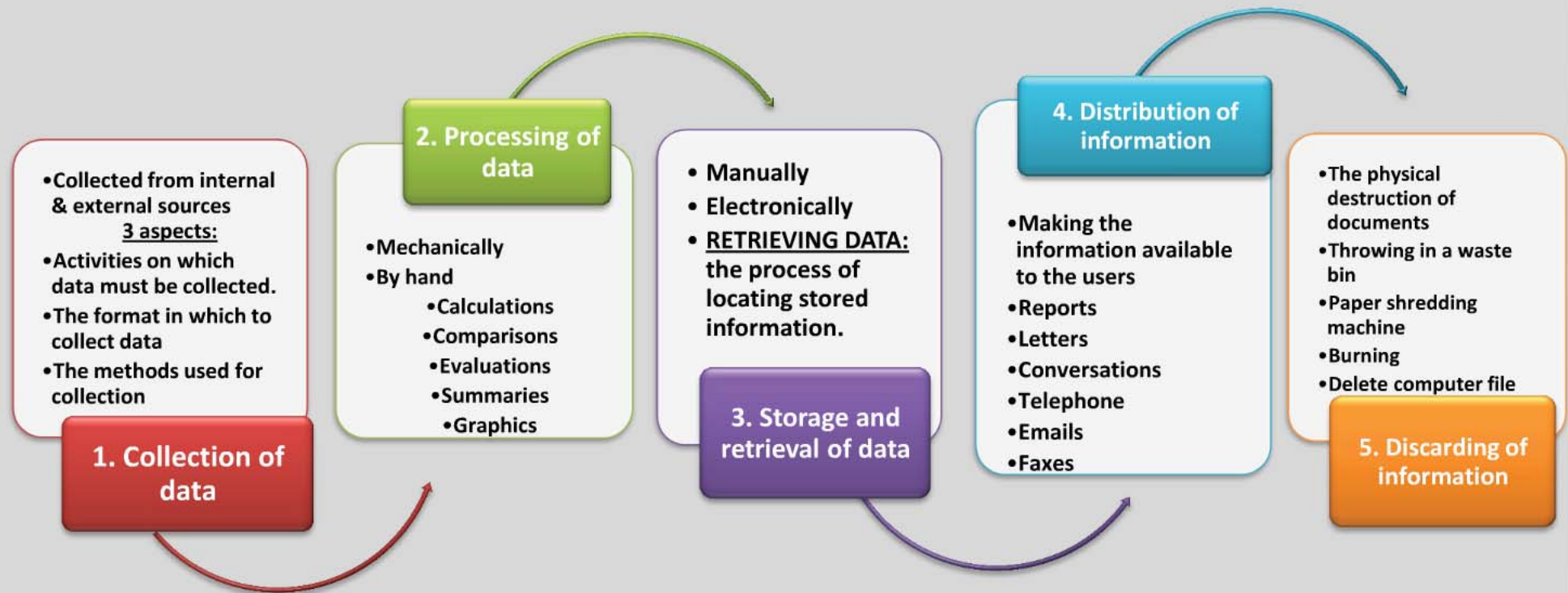
## INFORMATION MANAGEMENT

# INFORMATION MANAGEMENT DEFINITION

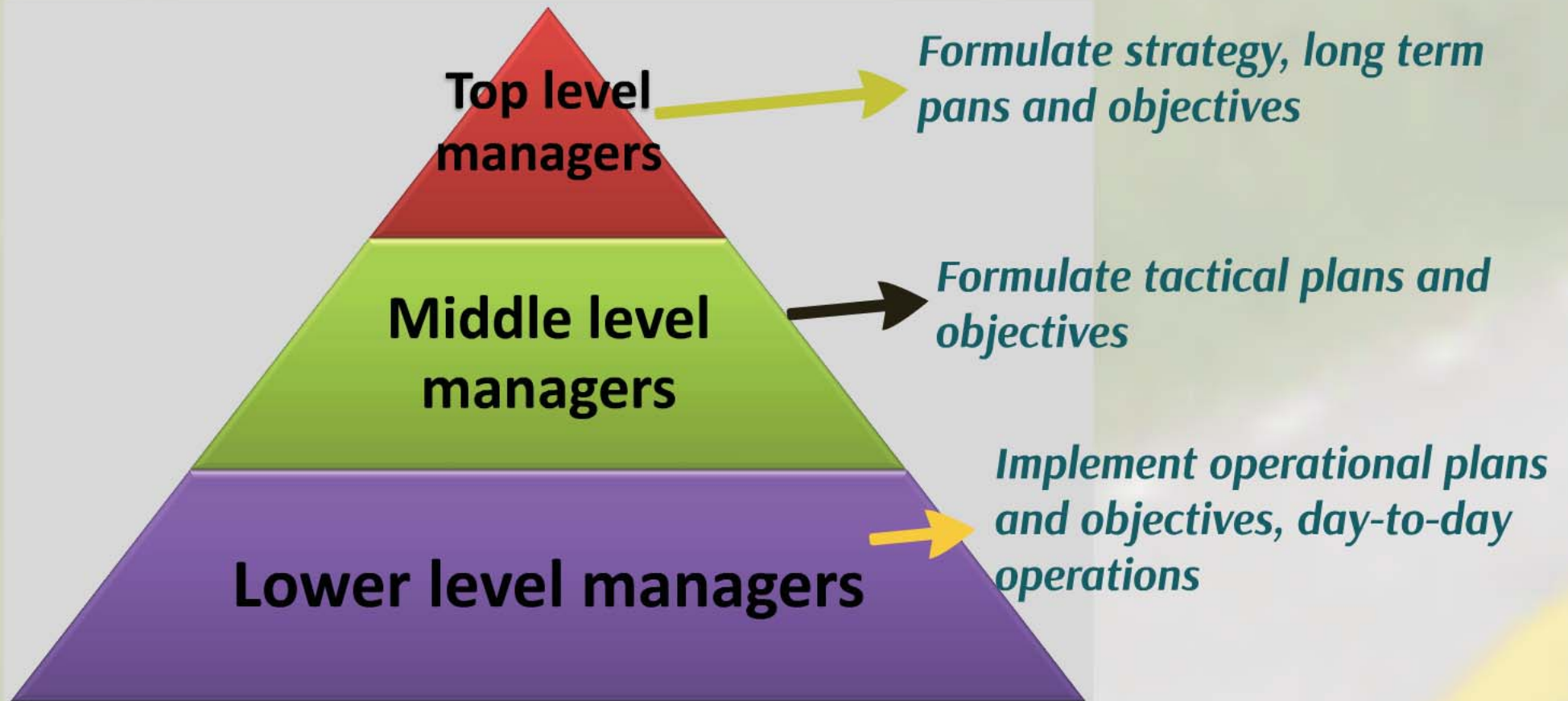
- *The information management function is responsible for the collection, processing, storage and distribution of information.*
- *Information is transferred to the other functions of the enterprise, as well as to external interest groups.*



# STAGES OF PROCESSING INFORMATION



## INFORMATION NEEDS OF A BUSINESS



*Table 8.2 on page 222 NB!*



# INFORMATION SYSTEMS

*COMPUTER-BASED INFORMATION SYSTEMS generate most of the info we use in businesses*

*Support businesses on THREE LEVELS:*

- 1 Formulation and achievement of strategic objectives of the business*
- 2 Management of needs*
- 3 General business operations*

## COMPONENTS OF INFORMATION SYSTEMS (PAGE 224)

**DATA RESOURCES**  
**HARDWARE RESOURCES**  
**SOFTWARE RESOURCES**

**PEOPLE RESOURCES**  
**NETWORK RESOURCES**  
**INFORMATION PRODUCTS**

System Type	Description	Examples
Transaction Processing Systems (TPS)	Process routine transactions and generate reports	Point-of-sale systems, payroll systems
Management Information Systems (MIS)	Provide managers with information for decision-making	Inventory control systems, sales reporting systems
Decision Support Systems (DSS)	Support decision-making by providing analytical tools	Financial modeling systems, risk analysis systems
Executive Support Systems (ESS)	Provide high-level executives with strategic information	Industry trend analysis, competitor analysis
Knowledge Management Systems (KMS)	Store and share organizational knowledge	Expert systems, knowledge bases

## TYPES OF INFORMATION SYSTEMS

### Transaction processing systems

- Basic business systems, serve the operational level, records the daily transactions, e.g. accounts payable/receivable

### Decision support systems

- Designed for the management level of the business, helps entrepreneurs to make decisions

### Management information systems

- Also serve the management level, provide entrepreneurs with reports, online access to current performance and historical records

### Executive support systems

- Help senior managers with their decisions, provide a general computing and communications capacity that can be applied to a range of ever-changing problems.

### Supply chain management systems

- Are outward-facing, focusing on helping the business manage its relationship with suppliers to optimise the planning, sourcing, manufacturing and delivery of products and services.

### Customer relationship management systems

- Focus on coordinating the processes surrounding the business's interactions with its customers in sales, marketing and service to optimise revenue, customer satisfaction and customer retention.

## KNOWLEDGE MANAGEMENT

- *Definition: describes a broad range of activities related to ensuring that a business makes the best use of its information resources.*
- *It is the process of identifying, collecting, storing and transforming data and information into an intellectual asset that is available to all staff members.*
- *Put procedures and technologies in place to transfer individual knowledge into databases, to filter and separate the most relevant knowledge and to organise that knowledge.*

## **IMPORTANCE OF INFORMATION**

*Incomplete or insufficient information leads to:*

*Wrong decisions*

*Loss of money, time and labour*

*The failure of the enterprise*

*The provision of the right information at the right time and in the right form is essential for the survival and success of the enterprise*

### **DATA**

Raw facts

Cannot be used in  
decision-making

### **INFORMATION**

Processed data

Can be used in  
decision-making

# CHAPTER 9

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## PUBLIC RELATIONS

## **PUBLIC RELATIONS DEFINITION**

*Public relations is the measured and planned actions of a business to foster and maintain mutual understanding between the business and its various publics (internal and external)*

### **Important components:**

- *It is measured*
- *It is planned*
- *It is sustained*
- *It is fostered*
- *It is maintained*
- *There must be a mutual understanding*
- *Publics*
- *It is external and internal*

# PUBLIC RELATIONS OBJECTIVES

## *Main objective:*

*Enhance and improve the **image** of the business among the **various publics** and to establish a **healthy relationship** between the **business and the public***

## *Secondary objectives:*

- enhance and contribute to the prosperity of the business*
- establish and expand on the goodwill among the publics that are relevant to the business*



# INTERNAL AND EXTERNAL PUBLICS

## INTERNAL

General management  
Marketing  
Financial  
Human resources  
Purchasing  
Operations  
Employees

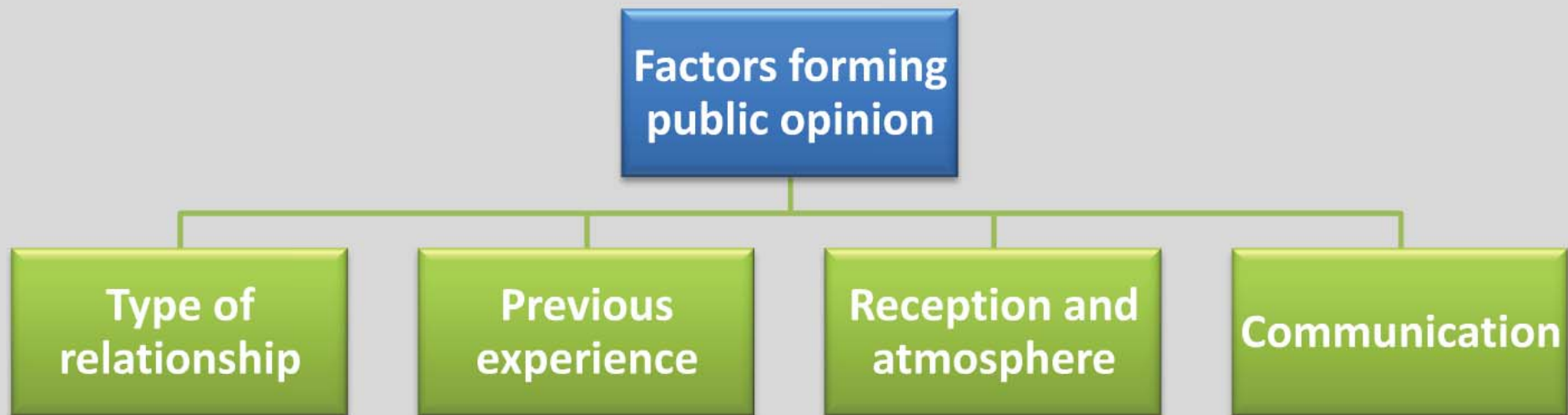
## EXTERNAL

Consumers  
Community  
Media  
Capital providers  
Competitors  
Government  
Trade unions  
Suppliers



# SHAPING PUBLIC OPINION

*Forming opinions - Clients  
Create favorable image  
Factors forming public opinion*



## Methods of communication

- Networking
- Invite journalists
- Send articles
- Ask for articles to be written

## Marketing

- Sells products
- Focus on consumers
- Aims to increase sale

## Public relations

- Sells the enterprise itself
- Focus on broad public/all interest groups
- Aims to improve the image

# PUBLIC RELATIONS CAMPAIGN

## *Functional stages:*

- *Identification stage*
- *Legitimacy stage*
- *Participation stage*
- *Penetration stage*
- *Distribution stage*

## *Four step public relations process:*

1. *Define the problem or opportunity*
2. *Planning and programming*
3. *Taking action and communicating*
4. *Evaluating the campaign*



# **SOCIAL RESPONSIBILITY**

*Social responsibility implies that a business is motivated by more than just self-interest and is an activity that aims to promote the interest of the society at large*

***Social responsibility includes:***

- ***The environment***
- ***Employees***
- ***Community***

