Course Learning Outcomes for Unit I

Upon completion of this unit, students should be able to:

1. Explain the importance of all components of staffing (recruitment, selection, employment).
   1.1 Describe the components of strategic staffing and staffing goals.
   1.2 Discover why staffing is critical to an organization.
   1.3 Identify and explain the functional areas of human resource management.

2. Categorize types of work and job design.
   2.1 Compare and contrast different strategies and how they support different business strategies.
   2.2 Identify and explain the requirements of competitive advantage.
   2.3 List components that should be considered when determining strategic staffing decisions.

Reading Assignment

Chapter 1: Strategic Staffing

Chapter 2: Business and Staffing Strategies

Unit Lesson

Click here to access the audio recording of this lesson.

Welcome! Within this course, you will gain an overview of the different aspects of staffing. Upon completing this course, you will be able to identify the components of staffing and distinguish how business strategies and human resource strategies go hand in hand. You will also be able to explain various legal contexts that companies must adhere to. Additionally, students will gain a better understanding of job analysis, forecasting and planning, sourcing, and recruiting. Different measurement styles will be introduced. You will also gain knowledge on assessing external and internal candidates and choosing and hiring candidates based on assessments. You will also be able to discuss the importance of managing workforce flow. Since technology is so widely used, you will also be able to discuss the importance of staffing systems.

Most applicants and employees do not always understand the processes related to staffing organizations. Consider the following reflection from someone experienced in the field:

John remembers when he first began searching for a job many years ago. He would get very frustrated because it seemed to take forever to hear anything from the organization. John always wanted to find out if he got the job immediately. Why is it taking so long? John questioned when he would hear from them. What exactly are they looking for in an applicant? Will they ever call? These are only a few of the many questions John would ask. Like John, many of you may find or have found yourself in the same position.

As an employee, one might questioned why it takes the manager so long to fill a simple position. Will they ever make a decision and hire someone? At this point, one must not totally understand the ins and outs of staffing.

It was not until John decided to pursue a career in human resources that he really gained interest in what it took to staff organizations. Even after attending college and while working in the HR arena, John had to learn that staffing is a very critical part of the success of the organization. Another
interesting item he learned about were the differences in staffing needs among various organizations. John was in for a rude awakening as he had tunnel vision and thought staffing needs would be the same regardless of company type and size.

Throughout this course, you will learn all about staffing and hiring. You will learn that “staffing” consists of more than just filling vacant positions. Staffing also consists of placing the right people in the correct roles/jobs once hired. It is important to understand the entire staffing process and the expected outcomes.

Unit I is comprised of the first two chapters of the textbook. Being able to identify and explain key concepts of each chapter will set the foundation for the remaining units.

Chapter 1 will focus on the importance of strategic staffing. Strategic staffing can be very complex; however, it is very important for the success of the organization (Phillips & Gully, 2015). Company executives should work very close with the human resources (HR) department when setting strategic goals. The staffing/strategic goals should be in line with the organization's mission and vision as well as its business strategy. Years ago, human resources departments were viewed as paper pushers; however, many organizations today view human resources as strategic business partners. Along with distinguishing the components of strategic staffing, you will learn the functional areas of human resources management and its components.

Chapter 2 focuses on business and staffing strategies. Within this chapter, you will be introduced to the requirements of a competitive advantage. Often times, we hear of companies wanting to gain or maintain the competitive advantage. This chapter will provide more insight on how this can be accomplished and why it is important. Business strategies and organizational life cycles and their impact on staffing will be discussed in detail. Organizational life cycles refer to the age of the organization. If the organization is in the beginning stage, the company typically seeks to hire top talent; however, as the company ages, the company focus more on being different, setting itself apart from other companies. Students will be able to identify how different staffing strategies support different business strategies. Along with understanding competitive advantage, business strategies, and organization life cycles, the chapter also provides a great overview of tools/techniques that should be considered when making strategic staffing decisions. Students will also be able to identify when to utilize talent-oriented and job-oriented staffing.

After reviewing these two chapters, you should be able to relate this material to real world experiences. Not only will you have a better understanding of staffing organizations strategically, you will also have a better understanding of why companies seek to gain and retain a competitive advantage. Keep in mind, in order for organizations to be truly successful, the company must strategically align its staffing strategies and business strategies.

Let’s prepare to journey into the world of staffing organizations!

Reference


Suggested Reading

Click here to access the Chapter 1 PowerPoint Presentation.

Click here to view a PDF of the Chapter 1 presentation.

Click here to access the Chapter 2 PowerPoint Presentation.

Click here to view a PDF of the Chapter 2 presentation.
Learning Activities (Non-Graded)

Consider how social media and the Internet have changed the job market and how employers staff their organizations. For example, have Facebook, Linkedin, and Twitter made job hunting and hiring easier or more complicated?

To reflect further, consider viewing the below video on LinkedIn:


Non-graded Learning Activities are provided to aid students in their course of study. You do not have to submit them. If you have questions, contact your instructor for further guidance and information.