

LEARNING PLAN 6



Human Resource Management (HRM)

GE has invested billions of dollars to create a human resource management (HRM) system that allows it to acquire and build a high performing workforce that labors to achieve its ambitious goals. For example, GE expects all its operating divisions to be the leading companies in their respective industries. Its employees are always in high demand by other companies

because they have received excellent training and have developed extensive job knowledge. Indeed, its top managers are often recruited to become the CEOs of other leading companies. GE's goal, however, is that its best performers will never want to leave the company, which is one more reason why it has created a fair and equitable HRM system to provide the training,

interesting jobs, rewards, and chances for success that keep its employees motivated to work hard.

In this Learning Plan, we examine how a company's HRM system is used to acquire and build employees' skills and capabilities. Remember, their skills and abilities create much of the value in the products a company makes and sells.



LEARNING ACTIVITIES

THE FOLLOWING ACTIVITIES ARE
COMPLETED ONLINE

AT www.mhhe.com/ferrellm3e



1. VIEW ONE OF THE THE INTERACTIVE APPLICATIONS
2. COMPLETE THE QUIZ. DON'T SUBMIT THE RESULTS TO ME. THIS ACTIVITY IS FOR YOUR SELF-IMPROVEMENT. YOU SHOULD NOT HAVE TO DOWNLOAD THE VIDEO TO WATCH IT.

ASSESSMENT ACTIVITIES

1. READ CHAPTERS 9 & 10
2. LP6 | DB IN-CLASS DISCUSSION
3. PLEASE COMPLETE LP6| HUMAN RESOURCES

