

scmhrd DEEV 2014
mwm My Writing Master &

face the Case
a case study competition

1_HRM_8EA14S21

General Guidelines

Each case will have two parts : 1 & 2

Part 1 (1000 words)

You need to write on “My approach to solve this case” in 1000 words. This part is to be written in sequential point wise format. Addition of graphical objects like images, charts, screenshots etc to explain your point will be favorable. It has to be written in an explanatory format as if you are teacher presenting on your approach for solving this case. The content should be originally written and not copied from any other source.

Part 2 (1000 words)

This part should have solution of the case written in 1000 words(excluding references) keeping the following things in mind.

1. The solution is to be in hand typed and not copy pasted word doc format. Your solution will undergo plagiarism check through “Turnitin” software. Only 5% plagiarism is allowed excluding references. Case solutions with more than 5% plagiarism will automatically be disqualified.
2. The solution should have word doc enabled “in text” (citations) and “out text” (bibliography) referencing in APA format. To know about in text/out text referencing and APA formatting click on this [link](#)
3. Formatting : Your solution should have **Automatic table of content, Word doc enabled in text and out text referencing, Cover page, Times Roman 12 Font, Double spacing paragraph spacing**. To learn on these formatting tools please check this [link](#) and check each and every link on the page which opens.
4. An academic case study should definitely focus on

- The problem at hand
- Linking the problem with theoretical concepts
- Suggesting solution/analyzing it with your own creativity and
- Concluding the case.

Please **do not write executive summary** in the solution. Please bear in mind that a case solution with relevant images, charts and logical flow are always interesting to read.

5. Once again : DO NOT MISS IN TEXT/OUT TEXT REFERENCING in your solution and it should be PLAGIARISM FREE.

Marking criteria

Apart from some specific marking criteria provided in the case study documents, your case solution will also be marked on some standard marking criteria like

- Efforts in analyzing the case,
- Creativity of ideas and linking with existing theories,
- Command on written English and
- Adherence to above mentioned formatting standards

Important Dates

Date and Time of launch : 12 December 2014, 11:00 AM IST

Last date for submission : 21 December 2014, 12 Noon IST

Announcement of results : On or before 23 December 2014 5PM IST

Dispatch of Prizes : On or before 5 JAN 2015

-----**END OF GENERAL GUIDELINES**-----

CASE GUIDELINES (This is a case offered to Marketing students of MBA university in London)

Under the principles and theoretical models of SHRM, line managers have a crucial and increasingly complex role to play in the management of human resources. However, some argue that line managers are given limited incentives to become involved in HR functions. In addition, their lack of HR experience, knowledge, time and conflicting priorities, may result in inconsistencies in the implementation of various HR functions. Your task in this assignment is to analyse the implementation of HRM strategy from the line manager's perspective. You may also try and conduct interviews to get crucial insights

In your interview, select and focus on two HR functions (e.g., performance appraisal, recruitment & selection) that are relevant to the role performed by that manager and discuss their implementation from the line perspective, having regard to relevant academic SHRM literature.

You may interview the line manager either by phone or in person. The following questions if asked can give you crucial insights.

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1. a) What are your main responsibilities in the organization?
b) How many employees do you supervise?
c) What is your role in implementing the two _____ HR functions?

2. What are your views on line managers playing a crucial role in the management of human resources?
3. From your experience, what do you regard as the most significant HR challenges and opportunities difficulties you might face in your current job responsibilities? For each, briefly describe and explain the action / steps you have taken (or plan to take) to solve them.

4. How would you describe your relationship with the HR department (eg. supportive, adversarial, co-operative)? Explain your answer.
5. a) Give an example of where your interaction with HR was not favourable. How was the problem resolved? Describe the circumstances in detail.
b) Give an example of a favourable interaction. Describe the circumstances in detail.

Rationale

This assignment is designed for students to:

- Recognize whilst strategic human resource is a key role for the human resource specialist, it is a concern of all managers;

- Explore the complicated relationship between organization strategies and the devolvement of HR activities to line managers;
- From the line manager's perspective, examine how they view their HR responsibilities, their interpretation and the application of HR policies;
- Develop analytical skills based on in-depth literature research, including theories, concepts and case study;
- Experience basic research and data collection;
- Explore possible discrepancies between theories and practice;
- Challenge students to integrate theoretical understanding (developed in assignment one) and practical application of material covered in this subject

Your essay discussion should include:

- An overview of the organization and its business environment, and the deployment of the HR function. Overview of the line manager's role and responsibilities, with particular regard to HRM responsibilities in the two functional areas selected, and the manager's formal relationship with the corporate HR function
- An overview of the two HR functions selected for analysis, identify key issues facing the organization in regard to these functions and, discuss strategies being pursued.
- Discuss challenges faced and the opportunities perceived by the line manager in implementing the HR strategies in the two selected functions.
- In acknowledging that only one line manager was interviewed and, that the findings could be biased; analyze, compare and contrast your interview findings against SHRM theory and empirical literature in the two HR functions you have selected. Is there a gap?
- Discuss the effectiveness of the line manager's role in the implementation of HR strategies. Examine alternatives and recommend improvements to strategies/ problems identified by the line manager. Keep in mind that your recommendations are not guarantees, nevertheless, with the use of academic literature, be persuasive in your arguments.

Your essay should demonstrate:

- Critical thinking and logical reasoning;
- Original thinking based on clearly evaluated evidence;
- Adequate use of range of resources (eg. theories, journal articles, text books) to support arguments and recommendations;
- Sound arguments using analysis, explanation and interpretation;
- treat sources critically and carefully, acknowledge their subjectivity, strengths and weakness;
- Readability such as structure; clarity of expression; explanations; linkages and flow; grammar and spelling; use of headings; correct referencing and presentation;
- do not 'cut and paste' (copy) verbatim paragraphs and long quotations from source material. Cut and paste excerpts copied will be crossed out and will not be considered as part of the essay.