

HR FLASH 2015

Sadhanie Goonetilleke

sadhaniegoonetilleke@yahoo.com

Abstract

Knowledge, Skills and attitudes of the undergraduates need to be built and developed in order to make them Suitable employees in the future. In order to facilitate this knowledge, skill and attitude development beyond the curriculum the Human Resource Management Undergraduates of the University of Kelaniya are given to ten Projects. All projects are centered on the idea of gaining knowledge into the inner workings of the industry.

The undergraduates increased their knowledge through the research and development of new Human Resource perspectives with links to Religion and Nature. Industrial visits offered the undergraduates the practical scenarios in which all their classroom learning were being put into action. New developments and challenges in the field of Human Resource Management was on discussion at the Panel Interview. The undergraduates were able to develop a multimedia video of the Human Resource theories they had learned.

The skills and attitudes of the of the undergraduates were developed through the interaction with the industry personnel which gave the undergraduates to create links with them and also create a link with a leading firm in the industry to gain cooperation in the CSR activity carried out by the undergraduates.

The HR flash was a platform for the undergraduates to learn and develop the entire experience was challenging and fruitful.

1. Introduction

As the pioneer in Human Resource Management (HRM) the department of Human Resource management of the University of Kelaniya, prides itself in the various activities it carries out during the academic year to develop the knowledge, skills and attitudes of its undergraduates.

Molding should occur at the earliest stage. As the first year undergraduates who are entering into the field of Human Resource Management, the department assigns the task of organizing HR flash.

HR Flash has been carried out consecutively since its inception in 2014. The aim of HR flash is to help the undergraduates get an idea of the inner working of the work environment and to create their mark in the industry. In order to carry this out the undergraduates are given ten projects and the culmination of the event is the release of the HR Flash magazine consisting of the reports of each of the ten projects.

2. Bringing Nature to HRM

Human Resource Management is management of human resource within an organization with the objective of maximizing employee performance to achieve organizational goals and objectives efficiently and effectively.

Mangroves a shrub and tree species found in the land sea interface. The mangroves can be found in a variety of environments ranging from muddy soil to sand to coral. In order to be able to adapt to these varying ecosystems mangroves have many features unique to them in their roots and leaves.

This study is on those unique features of mangroves and how they can be transformed into real world business examples to create organizational citizenship.

Organizational Citizenship- a perspective that employees have whereby they extend their behaviors beyond the normal duties of their position.

By looking at the unique adaptation skills of mangroves we were able to study the functions of training and development, pay management, positive thinking and Labor relationship to develop organization citizenship in employee. As well as the organization can guide the carrier path of the employee and improve the attitudes of employee.

An organization is able to create and develop employee citizenship behavior which will bring about an increased productivity in the organization.

3. Survey on HRM Undergraduates

The purpose of the survey was to analyze the readiness of Human Resource (HR) undergraduates to fill the roles of the industry i.e. their employability. In this survey we took into consideration the HR Undergraduates of the University of Kelaniya and their competency for employment. Our Sources used for the survey were;

- Questionnaire
- Company Visit
- Viewing of company profiles
- Lecturers

The findings:

Through our survey we were able to recognize a difference between the expectation and reality of the level of performance in the HR Undergraduates. The reason behind this was a lack of professional qualifications, rather than any insufficiency in the Skills, Abilities and Behavioral competency of the undergraduates.

Therefore, the undergraduates focus on gaining more professional qualifications along with the degree, develop communication skills and build up their network in the industry.

3. Panel Interview

An interactive and knowledge sharing session to discuss the recent trends and challenges that has been faced by the profession of Human Resource Management.

The interview was organized with the idea of giving the undergraduates an understanding of the inner workings of the industry while gathering the Knowledge, Skills and Experience that will help them become successful employees in the future

The platform was also created for the future potential employees and industry personnel to get to know each other in a neutral setting and form advantageous relationships.

The Learnings:

I. New Trends:

- Social media's increasing activity in the recruitment process.
- Penetration of international organizations in the local industry.
- Consideration of cheap labor from foreign countries.
- Introduction of telecommuting.

II. Challenges:

- Increase in the cost of attracting employees.
- Excess employees seeking white collar jobs.
- Difficulty of finding employees for blue collar jobs.
- Availability of cheap foreign labor bringing in more competition for local jobs

4. Industry Visit

The industry visit was organized with the objective of giving the undergraduates the opportunity to gain a practical experience on how HR practices are carried out in the industry, gain knowledge of the production process of an organization, how the collective effort of all parties is required for success, gain the exposure to deal with the professionals of the industry and to overcome all obstacles and move towards success.

For our Industry Visit we chose Universal Labels (Pvt) Ltd a label manufacturing company established in the 1965.

We were able to gain a sound understanding into the operation of an organization, the particular organization in concern is a family oriented organization therefore many of the decision making was carried out by the managing director with the joint effort of the HR Manager and the department.

It was clear to see that the organization had clearly defined policies and procedures in place to handle all task which can be considered the reason behind their success. We were able to get a very knowledgeable outlook of the organization and how its run and the inner working that goes into an organization to make it successful.

5. Religious Perspective to HRM

The main purpose of the project was to create a new concept with regard to showing the influence that religious principles have on management and how those principles can be integrated to Human Resource Management. The two religions that we based our study on were Buddhism and Christianity.

Through our report we were able to identify the various perspectives of the two religions that teach about the carrying out of business and the proper treatment

of employees. For every function of HRM we were able to draw significant influences from both religions which can be used as a guidance for carrying out the functions effectively with the best intentions of both the employer and employee.

6. Multimedia Product of HRM Concept

The concept under study is the Michigan Model which is a model that is inclined towards hard side of HRM, while the matching model emphasizes on the "tight fit" between the HR Strategy and the Business Strategy, resulting in a requirement that available human resources are matched with the available jobs of the organization.

A video was used as the form of media through which the model would be explained, by gaining a deep understanding of the practice of the Michigan model in the local organizations.

When studying the model and with practical knowledge we gained from organization we realized there is a gap between the Michigan model and its practical use, this because the model concentrates on organizational objective but completely ignores the employee satisfaction. We observed that in practicality it is important to take employee satisfaction into consideration as they are the driving force in an organization. Once employee is satisfied, work will be of more quality therefore by bringing in the employee factor into the model it will be a better rounded and practical model.

7. Creating the Industry Link

Creating a link in the industry with the aim of enhancing and branding the undergraduates of the university among the industry personnel while developing the soft skills necessary to work in the industry.

Through the project we were able to create a link with "Hemas Hospitals - Wattala" with the agreement that the department would offer the Human Resource required for the company's CSR activities and in return the organization sponsored a Wheel Chair for the CSR activity carried out by the first year undergraduates.

In the entire process we were able to create a positive image of the undergraduates in the work environment and at the same time build the attitudes and skills that would become use full in our journey in the industry. Teamwork was a highlight which helped us achieve our goal and the ability to interact with different people in the industry broadened our view of the work environment.

8. Corporate Social Responsibility (CSR)

CSR activities are carried out for the benefit of the society with reciprocal benefits to the organization in order to maintain the balance in the environment. CSR activities are important for the sustainability of the organization and the society at large.

As undergraduates it is our duty too to give back to the society; who makes our dreams of becoming educated individuals a reality. We decided to give back to the elderly who have no means of meeting their needs at the "David Jayasundara Elders Home". With the contribution of all First year undergraduates we were able to fix some of the problems in the premises and provide the home with food items as well. The link created with Hemas hospitals -Wattala gave us the opportunity of donating a wheelchair to the home as well.

The Project gave us the opportunity to witness the lives of the less fortunate and to help out in the society in the way we can. It helped us understand that

helping others will go a long way and to always consider those who are less fortunate. The project helped us develop into well rounded individuals.

9. Magazine: 'HR Flash 2015'

The highlight of HR Flash is the publication and release of the magazine containing all of the reports of the projects carried out by the First year Undergraduates for HR Flash 2015.

As our group was entrusted with the responsibility of creating and publishing the magazine all reports of the teams were overseen by us. It was our duty to collect and proof all reports so that the magazine would be of the highest standard.

Through the process we learnt the key skills required in creating a report of high quality, enhanced our communication skills and built team work.

10. Event Coordination

The highlight of the event "HR Flash" is the release of the HR flash Magazine which takes place in a grand scale as it is the culmination of all the efforts of the first year undergraduates.

It was our responsibility to make sure that the entire event ran smoothly from start to finish. In order to do this our team created an extensive plan to help us in each step of the organization.

The event was carried out successfully with the help of the lecturers, undergraduates and all other parties concerned.

11. Summary

The projects carried out as a part of HR Flash 2015 gave the undergraduates an insight into the industry, the practical knowledge to supplement the theoretical learning's of the classroom. HR Flash helped the undergraduates develop their skills of leadership, communication and teamwork.

The overall project helped the undergraduates build strong relationships within the batch, they faced many obstacles and came out strong as a united front leading the way for more opportunities and events in the future.