MERCURY

Society for Human Resource Management (HRM)

9 – 13 May 2027
Istanbul (Turkey)



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Ref: 121299_1026641 **Date:** 9 – 13 May 2027 **Location:** Istanbul (Turkey) **Fees:** 4900 Euro

Introduction

The Society for Human Resource Management HRM course equips professionals with essential knowledge and practical skills in human resource management. Participants will explore HR strategies, policies, and best practices to enhance organizational performance. The course covers talent acquisition, employee engagement, performance management, and legal compliance. It emphasizes strategic HR decision-making aligned with business objectives. Learners will gain insights into workforce planning, HR analytics, and leadership in human capital management. By the end, participants will implement effective HR solutions in diverse organizational settings.

Targeted Groups

This Society for Human Resource Management HRM course targets professionals seeking specialized knowledge and skills:

- HR managers and team leaders
- Talent acquisition specialists
- Recruitment professionals
- Employee relations officers
- Training and development coordinators
- HR consultants and advisors
- Organizational development professionals
- Business managers involved in HR functions

Course Objectives

Participants will achieve the following objectives by the Society for Human Resource Management HRM course completion:

- Understand HR principles and strategic frameworks
- Learn effective recruitment and talent management.
- Apply the performance evaluation technique.
- Implement employee engagement strategies.
- Ensure compliance with labor laws and regulations.
- Develop HR policies and procedures.s
- Utilize HR analytics for informed decisions.
- Strengthen leadership and communication in HR.
- Manage workforce planning and succession strategy.
- Enhance overall organizational productivity through HR practices.

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Targeted Competencies

Participants will gain the following competencies during the program:

- Strategic HR planning and decision-making
- Talent acquisition and onboarding management
- Employee performance measurement
- Conflict resolution and employee relations
- Training program design and implementation
- HR compliance and legal knowledge
- Data-driven HR insights and analytics
- Leadership in HR management
- Succession and workforce planning
- Effective communication and negotiation skills

Studying Scenarios

In this training, participants will develop their skills through the analysis of the following scenarios:

- Handling recruitment and selection challenges
- Addressing employee grievances professionally
- Designing training and development programs
- Evaluating performance review outcomes
- Managing workforce planning for growth.
- Ensuring compliance in diverse workplaces
- Implementing engagement strategies in organizations
- Applying HR analytics to solve practical problems

Course Content

Unit 1: Introduction to Human Resource Management

- Overview of HRM functions and roles
- Strategic HR management principles
- HR policies and organizational alignment
- Role of HR in enhancing productivity
- Key trends in global HR practices
- Legal framework and labor law basics
- HR ethics and professional responsibilities

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Unit 2: Talent Acquisition and Recruitment

- Recruitment strategies and workforce planning
- Job analysis and role design
- Sourcing and attracting top talent
- Selection methods and interview techniques
- Onboarding and orientation processes
- Employer branding and candidate experience
- Using HR technology in recruitment

Unit 3: Performance Management and Employee Engagement

- Setting performance goals and KPIs
- Conducting performance appraisals
- Employee motivation techniques
- Recognition and reward systems
- Career development planning
- Engagement strategies to retain talent
- Addressing underperformance effectively

Unit 4: Training, Development, and Succession Planning

- Identifying training needs
- Designing and implementing development programs
- Leadership and soft skills training
- Coaching and mentoring practices
- Succession planning methods
- Evaluating training effectiveness
- Continuous learning culture in organizations

Unit 5: HR Compliance, Analytics, and Strategic Leadership

- Labor law compliance and risk management
- HR data collection and analytics
- Workforce planning with analytics insights
- Diversity, equity, and inclusion strategies
- Conflict management and negotiation
- Strategic decision-making in HR
- Leading HR teams and organizational change

Final Insights & Key Takeaways

Participants will leave the course prepared to drive effective HR strategies and enhance organizational performance. They will manage talent, ensure compliance, and implement strategic HR initiatives.