



Human Resources Management: HR Professional Certification Course

26 July – 6 August 2027
Casablanca (Morocco)





Human Resources Management: HR Professional Certification Course

Ref: 3026_269247 **Date:** 26 July – 6 August 2027 **Location:** Casablanca (Morocco) **Fees:** 6800 Euro

Introduction

This professional human resource management certification program tackles the forefront of HR human resources innovations. The human resource management course provides insights into the direction of modern HR departments. With comprehensive coverage of the latest techniques and processes, this essential human resource management certification course equips HR professionals with the tools necessary to excel in a world-class environment.

Today, rapid and radical changes are transforming industries around the globe. Regions like parts of the Middle East confront significant growth and competitiveness challenges. Organizations seek a competitive edge by controlling costs and maintaining market competitiveness elsewhere. In light of these diverse conditions, HR's role as a source of strategic advantage has never been more critical.

Targeted Groups

- Human resources managers.
- Business partners.
- Managers, supervisors, and team leaders.
- Specialists.
- This professional human resource management certification is for individuals seeking to enhance their HR skills significantly for career advancement.

Course Objectives

Participants of this comprehensive human resource management training course will solidify their knowledge and competencies to:

- Master the new HR strategic process.
- Transform strategic requirements into HR objectives using the 6 S model.
- Be able to create HR strategic action plans to achieve business objectives.
- Be able to provide innovative predictive information.
- Have practiced business information interviews and presenting results.
- See the big picture for the future of employment and performance through people.
- Build their professional confidence.
- Identify the context for change - the economic and social changes driving employment change.
- Identify current employment practices and establish an agenda for change.
- Look at international developments in employment practices.
- Establish a series of best practices covering such issues as leadership and management style, recruitment and retention, performance management, work organization, equal opportunities, industrial democracy, employee relations, communications, consultation, and involvement.
- Use a strategic model to build an HR strategy and know where strategy fits into corporate business.
- Write business action plans to delegate strategic tasks.
- Build and produce high-level management information.
- Know what HR trends to report on and be able to master emergency planning.
- Translate current trends to maximize human capital investment.
- Do executive briefings to gather and disseminate information

Targeted Competencies

At the end of this human resource management training course, participants will hone their skills in:

- Practice developing strategies.
- Planning.
- Analytical thinking.
- Creativity and step innovation.
- Writing outlines for the 6 S process.
- Mastery of the construction of Business action plans.
- Use and mastery of HR statistical packages.
- Personal presentation skills.
- International HR law.
- Manpower planning.
- Use and mastery of different leadership styles.
- Review recruitment and selection.
- Use performance management tools.
- Review the use of competencies.

Course Content

Unit 1: The Formulation of Strategy - How it Works

- Why is including HR at the executive level vital for long-term success?
- Understanding where strategy fits within the broader Vision, mission, and operational plans.
- The new HR model.
- Traditional vs. new-age strategic HR planning.
- The 10 crucial steps to formulating an HR strategy.
- Deep-diving into the strategic model and its application in HR.

Unit 2: From Strategy to Action - Crafting HR Business Plans

- Crafting strategic objectives and translating them into the HR 6 S model
- Developing actionable business plans to meet HR and business objectives
- Building Strategic action plans - getting others committed; No SAP - what can happen.
- Producing executive-level financial data and analysis oriented toward strategic planning.

Unit 3: Predictive Trends and Management Information

- Why do executives need predictive information?
- The executive must be good at predicting information and trend analysis.
- Software for predictive planning and trend analysis.
- Other predictive factors to review are succession planning and emergency planning.

Unit 4: Key Performance Factors - Capitalizing on Human Capital

- Measurement tools, organizational maturity, and corporate culture.
- Relationship between performance and competence.
- Valuing human capital and how to do it.
- Critical performance indicators.
- Presenting at the executive level.

Unit 5: High-Level HR Trends

- Global trends impacting employment practices.
- Business trends shaping leadership and teamwork dynamics.
- Evolving HR trends and their strategic implications for businesses.

Unit 6: The Context for Change

- Identifying and interpreting the big picture, including free trade agreements, world trade organizations, single currency, and social changes.
- Developing strategic HR responses to global changes.
- In-depth examination of leadership and management styles as they pertain to strategic HR.
- Recruitment and retention in human resources management.

Unit 7: Managing Performance, Behavior, and Culture

- Advanced performance management techniques.
- Fostering managerial performance.
- The psychological contract.
- Understanding the dynamics of organizational climate and culture.
- Coaching, mentoring, counseling, and giving feedback.

Unit 8: Implications for Employment Practice

- Navigating the complexities of work organization designs.
- The strategic use of competencies in HR.
- Human capital management and its impact on organizational effectiveness.

Unit 9: Employee Relations

- Balancing rights and responsibilities within the workplace.
- Addressing poor performance.
- Disciplinary actions procedure.
- Ensuring proper handling of grievances.
- Maintaining equal opportunities.

Unit 10: The Future of Employment Practices

- The concept of industrial democracy and its implications for HR.
- The evolving role of employee representatives.
- Strengthening internal communications.
- Consultation.
- Involvement processes.