



## Human Resources Development & Personnel Management Course

20 - 24 Apr 2026  
Casablanca (Morocco)



# Human Resources Development & Personnel Management Course

**Ref.:** 3008\_274446 **Date:** 20 - 24 Apr 2026 **Location:** Casablanca (Morocco) **Fees:** 4000 Euro

## Introduction

Most organizations prioritize their people's management and motivation as their foremost priority. This human resources development and personnel management course is designed to show how to get the best out of human resources.

The human resources development and personnel management course covers the main components of an effective HR process, including Recruitment, employee motivation, reward, training, and measuring the value of HR, integrating core concepts such as personnel management training courses, human resource development course outline, and training and development in human resource management to prepare participants for the critical role of HR professionals.

## Targeted Groups

- HR managers.
- HR supervisors.
- HR practitioners and line professionals with development or personnel responsibilities.
- People in HR, personnel, or training and development roles.
- Professionals with an interest in people management and development would also benefit.

## Course Objectives

By the end of this human resources development and personnel management course, participants will be able to:

- Understand human resources development and personnel management practices.
- Develop an awareness of the advantages of effective human resource management.
- Develop awareness of crucial HR and HRD strategies for improving organizational success.
- Understand the application of strategic human resources development and personnel management practices in the workplace.
- Apply appropriate practices to specific workplace situations.
- Critically evaluate current HR practices.
- Introduce an effective recruitment process.
- Understand how to get people to work more effectively.
- Understand how to help individuals and teams learn.
- Identify, plan, and evaluate training interventions.
- Create an effective structure within HR.

## Targeted Competencies

- Deciding and initiating action.
- Relating and networking.
- Analytical thinking.
- Business acumen.
- Planning and organizing.
- Achieving goals and objectives.
- Applying expertise and technology.

## Why is Training and Development Important to Human Resource Management?

Training and development play a pivotal role in human resource management. It is essential to enhance employees' capabilities and align their goals and competencies with the organization's.

The participants will acquire insights into the human resource training and development process, how to implement an effective human resources development and personnel management training program, and how these initiatives contribute to the organization's overall strategic objectives.

## Course Content

### Unit 1: Introduction to HRM, HRD, and HRP

- Seminar introduction and objectives.
- The context for HR.
- Change management.
- Human resource management vs. personnel management.
- Human Resource Development HRD.
- Human Resource Planning HRP.
- Strategic HRM - the new HR strategic model.
- Outsourcing.

### Unit 2: Resourcing and Recruitment

- The employment psychological contract.
- Why do good people leave?
- The process approach to interviewing.
- Induction, job descriptions, and references.
- Personality questionnaires and forms of testing.
- Methods of detecting when applicants don't tell the truth.
- The new recruitment process to avoid litigation.
- The value of using assessment centers.

### **Unit 3: Pay and Employee Reward.**

- Employee motivation.
- Salary, bonuses, and benefits.
- Understanding competencies.
- Competency-based assessment.
- Competency and performance-based pay.
- Different structures - different pay and rewards.
- Total pay concept.
- Salary surveys.

### **Unit 4: Training Learning and Development**

This unit delves into the significance of training human resource development, exploring various methodologies to ensure individuals' and organizations' continual growth and improvement. Participants will engage with different learning modalities, including:

- Career management.
- Personal development.
- Coaching.
- Mentoring.
- E-learning.
- The impact of flat organizational structures and empowered teams on training and development.
- Self-development.
- 360-degree feedback as a development tool.

### **Unit 5: Value for Money From HR**

- The new HR structure.
- New roles within HR.
- HR business partners.
- Value of trend analysis and HRP.
- Internal and external frameworks.
- Proving ROI on HR activities.



**Registration form on the :  
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