** ARU-SHJ-1211 **

**MBA Program**

Unit Code**: ORM-1211**

Unit Details: **Organisational Resource Management (ORM)**

Instructor/Assessor’s Name: **Professor. Dr. Rashad Al Saed**

|  |  |
| --- | --- |
| **Assignment Title:**  **Assignment ORM** | **Assignment is Part or Full Assessment of Unit?**  **Full Assessment**  **Task 1 and Task 2** |
| **Student Full Name:** | **Centre: Sharjah** |
| **Westford Student ID:** | **ABP Student ID:** |
| **Date Assignment Issued:**  **13th May 2013** | **Date Assignment Due :**  **10.00 pm, 20th May (Task 1) & 02th June 2013 (Task 2)** |
| **Internally Verified by:** | **Date Actually Submitted:** |

|  |
| --- |
| **Learning Outcomes** |
| **1** Understand the role of human resource management in supporting business strategy  **2** Know how to develop human resources in organisations  **3** Understand the role of marketing in supporting business strategy  **4** Understand the role of information systems management in supporting business strategy |

**Organisational Resource Management**

**Case study**

**Finding People Who Are Passionate About What They Do**

Trilogy Enterprises Inc., of Austin, Texas, is a fast-growing software company, and provides software solutions to giant global firms for improving sales and performance. It prides itself on its unique and unorthodox culture. Many of its approaches to business practice are unusual, but in Trilogy's fast-changing and highly competitive environment they seem to work.

There is no dress code and employees make their own hours, often very long. They tend to socialize together (the average age is 26), both in the office's well-stocked kitchen and on company-sponsored events and trips to places like local dance clubs and retreats in Las Vegas and Hawaii. An in-house jargon has developed, and the shared history of the eight-year-old firm has taken on the status of legend. Responsibility is heavy and comes early, with a "just do it now" attitude that dispenses with long apprenticeships. New recruits are given a few weeks of intensive training, known as Trilogy University and described by participants as "more like boot camp than business school." Information is delivered as if with "a fire hose," and new employees are expected to commit their expertise and vitality to everything they do. Jeff Daniel, director of college recruiting, admits the intense and unconventional firm is not the employer for everybody. "But it's definitely an environment where people who are passionate about what they do can thrive."

The firm employs about 700 such passionate people. Trilogy's managers know the rapid growth they seek depends on having a staff of the best people they can find, quickly trained and given broad responsibility and freedom as soon as possible. Founder and CEO Joe Liemandt says, "At a software company, people are everything. You can't build the next great software company, which is what we're trying to do here, unless you're totally committed to that. Of course, the leaders at every company say, 'People are everything.' But they don't act on it."

Trilogy makes finding the right people (it calls them "great people") a companywide mission. Recruiters actively pursue the freshest, if least experienced, people in the job market, scouring college career fairs and computer science departments for talented over-achievers with ambition and entrepreneurial instincts. Top managers conduct the first rounds of interviews, letting prospects know they will be pushed to achieve but will be well rewarded. Employees take top recruits and their significant others out on the town when they fly into Austin for the standard, three-day preliminary visit. A typical day might begin with gruelling interviews but end with mountain biking, roller blading, or laser tag. Executives have been known to fly out to meet and woo hot prospects who couldn't make the trip.

One year, Trilogy reviewed 15,000 resumes, conducted 4,000 on-campus interviews, flew 850 prospects in for interviews, and hired 262 college graduates, who account for over a third of its current employees. The cost per hire was $ 13,000; Jeff Daniel believes it was worth every penny.

Please answer the following questions with reference to the case study given above:

**Task I** **(To be submitted by 20nd May 2013)**

*As the HR Head of Trilogy, answer the following questions:*

*You can make reasonable assumptions of how would you tackle some of the issues enumerated below in the questions:*

Q.1. In reference to the Trilogy case study, discuss how HR management in the company contributed towards achievement of its organisational objectives? (learning outcome 1.1:Evaluate how human resource management contributes to the achievement of organisational objectives).

Q.2. How will Trilogy evaluate success of their human resource management programmes within the company? (learning outcome 1.2:Evaluate the role of human resource management within an organisation).

Q.3. In reference to the Trilogy case study, appraise the processes that the company is following currently to plan their human resource requirements. What further should Trilogy do in your opinion to plan their future human resource requirements? (learning outcome 1.3: Appraise the processes that an organisation uses to plan its human resource requirements).

Q.4. Evaluate the recruitment and retention strategies being used by Trilogy. In your opinion, what further can they do to enhance their recruitment and retention strategies? (learning outcome 2.1: Evaluate the recruitment and retention strategies used in an organisation).

Q.5. What techniques would you suggest for employee development in Trilogy? (learning outcome 2.2: Assess the techniques that are used for employee development in an organisation).

Q.6. How will these techniques enumerated above in Question 5, help in Trilogy employee engagement? (learning outcome 2.3: Evaluate the contribution of human resource development techniques in ensuring employee engagement).

Q.7. Give a detailed analysis of how the effectiveness of human resource management strategies have helped Trilogy in supporting their organisational strategy? (learning outcome 2.4: Analyse the effectiveness of human resource management strategies in supporting organisational strategy).

**Task II (To be submitted by 02thJune 2013)**

*As the Marketing and Information Systems Head of Trilogy, answer the following questions. You can make reasonable assumptions of how would you tackle some of the issues enumerated below in the questions:*

Q.1. Evaluate the marketing activities that can be engaged by Trilogy. Also rationalize how these activities can contribute towards the achievement of their organisational objectives? (learning outcome 3.1:Evaluate how marketing activities contribute to the achievement of organizational objectives).

Q.2. Evaluate the role of marketing operations in any organisation. Which specific marketing operations would you recommend for Trilogy? (learning outcome 3.2:Evaluate the role of marketing operations within an organisation).

Q.3. If you were the Marketing Head of Trilogy, appraise on all the processes you would use to further develop the company’s market share in the region. (learning outcome 3.3: Appraise the processes that an organisation uses to develop its markets).

Q.4. Trilogy is a software company providing solutions to global companies to improve their sales and performance. How can Trilogy develop its own information systems management, which can help them to achieve their company’s organisational objectives? (learning outcome 4.1: Evaluate how information systems management contributes to the achievement of organisational objectives).

Q.5. Evaluate the role of information management systems within an organisation. What will be the major role played by the information management systems adopted by Trilogy to enhance their own performance? (learning outcome 4.2: Evaluate the role of information systems management within an organisation).

Q.6. Appraise the processes that Trilogy should use to plan their information management systems requirements? (learning outcome 4.3: Appraise the processes that an organisation uses to plan its information systems requirements).

# Notes

* Use the standard word document structure to answer all questions. The answers should include a Table of Contents, followed by writing each question and thereafter answering the questions in the given sequence. The answers wherever applicable should specifically relate to the happenings in the case study and certain assumptions can be made while answering questions, when trying to relate the theoretical aspects with the actual case study happenings.
* Use **12 Times New Roman script**.
* Use the **Harvard referencing system** for references
* The due date for Assignment submission is  **10.00 pm, 20th May (Task 1) & 02th June 2013 (Task 2)**
* Complete the title page and **sign the statement of authenticity**.
* The Work will be submitted as an electronic document in Word, by by e-mail to your instructor & University
* Late work **will not be** accepted.