

Hard or soft? Contracts, performance and AI in HRM strategy

A Level 7.4.1 Approaches to human resource management

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Running case: Teratai Hotels, Penang · 60 minutes

How this topic is examined

Paper 3 · Decision-making · 60 marks · 1 h 45

Analyse a change to zero hours contracts [8]

Calculate labour turnover or absenteeism [2]

Evaluate the best approach to improve performance [12]

Evaluate a change in HRM approach [12]

Paper 4 · Business strategy · 40 marks · 1 h 15

Evaluate the impact of an HR strategy [20]

Advise on improving employee performance [20]

Use the timeline and HR data

Weigh cost against commitment

Typical questions on this topic

Analyse one advantage and one disadvantage of changing to zero hours contracts. [8]

Calculate the labour turnover for [year]. [2]

Evaluate the best approach to improve the performance of production employees. [12]

Evaluate the impact of [director]'s HR strategy between... and.... [20]

Advise the board on a strategy for improving employee performance. [20]

By the end of this lecture you can...

- 1 Distinguish hard and soft HRM.
- 2 Evaluate flexible and temporary contracts, including zero hours and the gig economy.
- 3 Measure poor performance: labour turnover, absenteeism, productivity.
- 4 Explain causes and consequences of poor performance.
- 5 Evaluate strategies to improve performance, including MBO.
- 6 Evaluate the changing role of IT and AI in HRM.

END OF PREVIEW

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