



## *Comprehensive HR Management Masterclass*

*Casablanca -*

*23-11-2026*

# Comprehensive HR Management Masterclass

Course code: HR364 From: 23-11-2026 Venue: Casablanca - Course Fees: 3600 £

## Introduction

This masterclass is designed to provide HR professionals with a complete understanding of modern human resource management practices. From recruitment and performance management to compensation strategies, employee engagement, and HR analytics – participants will gain both strategic and operational HR skills essential to leading high-performing organizations.

## Course Objectives of Comprehensive HR Management Masterclass

At the end of this program participants will be qualified to:

- Align HR strategies with overall business goals.
- Design and implement effective recruitment and onboarding frameworks.
- Develop performance management systems that drive accountability.
- Structure compensation and benefits packages that promote retention.
- Apply the latest HR trends such as HR analytics and digital transformation.
- Navigate employee relations with confidence and professionalism.

## Course Methodology of Comprehensive HR Management Masterclass

- Lectures and Expert Insights: Leading industry experts will share their insights and best practices.
- Case Studies: Analyze real-world talent acquisition challenges and solutions.
- Group Discussions: Engage in meaningful discussions and share experiences with peers.
- Role-Playing and Simulations: Practice recruitment scenarios to enhance skills.
- Hands-on Workshops: Gain practical experience in using recruitment tools and techniques.

## Organizational Impact of Comprehensive HR Management Masterclass

- Improved talent acquisition and retention strategies.
- More efficient HR processes that reduce operational costs.
- Data-driven decision-making using HR metrics and analytics.
- Stronger employee engagement leading to higher productivity.

## Personal Impact of Comprehensive HR Management Masterclass

- Stronger competence in handling HR operations and strategy.
- Confidence in dealing with complex employee relations scenarios.
- Enhanced ability to communicate HR decisions to management.
- Recognition as a strategic HR partner within the organization.

## Target Audience of Comprehensive HR Management Masterclass

- HR Managers & HR Officers
- Recruitment & Talent Acquisition Specialists

- Training & Development Officers
- Administrators transitioning into HR roles
- Line Managers responsible for HR functions

## Course Outlines

### DAY 1

#### Strategic HR Foundations

- Evolution of HR: From Administration to Business Partner
- HR Policies, Structure & Workflow
- Job Analysis, Job Description & Workforce Planning
- HR KPIs and Metrics

### Day 2

#### Recruitment & Onboarding Excellence

- Modern Talent Sourcing & Employer Branding
- Competency-Based Interviewing Techniques
- Selection Tools & Assessment Centers
- Effective Onboarding and Probation Management

### Day 3

#### Performance Management & Employee Development

- Designing Performance Appraisal Systems
- KPI vs Competency-Based Evaluation
- Coaching & Feedback Conversations
- Learning & Development Planning

### Day 4

#### Compensation, Benefits & Employee Relations

- Salary Structures & Grading Systems
- Incentives, Allowances & Non-Financial Rewards
- Handling Employee Grievances and Disciplinary Procedures
- Labour Law Essentials (with regional customization)

### Day 5

#### HR Digital Transformation & Future Trends

- HR Automation Tools & HRIS
- Introduction to HR Analytics
- Employee Engagement Surveys & Culture Building
- Action Plan: Developing a Strategic HR Roadmap