

Chapter 15: Advertising: Human Resources Management

I-Summary: This chapter describes the purpose and function of human resources management. Human resources are the personnel of a company. The process of finding, selecting, training, and evaluating employees is known as human resources management. The specific staffing needs of a company can be outlined in a job description. To attract and keep good employees companies must offer competitive compensation and benefits. Compensation can be in the form of a salary or hourly wage. Benefits include health insurance, pension plans, and vacation time. After attracting qualified candidates, human resource managers must interview the candidates. The final step in the hiring process for human resources managers is a background check. Developing employees includes orientation, training, and evaluating. Orientation helps new employees adjust. Training is needed for new employees to learn the tasks they are required to do. Employees are evaluated periodically to determine their productivity. Human resources managers keep track of the status of employees. Employee status can change with a promotion, transfer, or separation. Separation is leaving a company. Separations include firings, resignations, getting laid off, and retirements.

I-Quiz

Quiz yourself to check your understanding. For each question, you will hear four answer choices. After you hear all four answer choices, choose your answer during the pause. Then you will hear the correct answer. Let's begin.

Question 1

Which means the same as *human resources*?

- a. personnel
- b. knowledge
- c. people
- d. skills

Question 2

Which term refers to training and evaluating employees?

- a. hiring and firing
- b. employee orientation
- c. human resources management
- d. job description

Question 3

Which term means actively looking for qualified employees?

- a. background check
- b. recruitment
- c. human resources management
- d. meeting staffing needs

Question 4

Which term refers to an employee's job evaluation?

- a. promotion
- b. performance appraisal
- c. employee status
- d. separation

Question 5

Which is considered a voluntary separation?

- a. transfer
- b. lay off
- c. retirement
- d. resignation

Answer Key

1. The correct answer is A, personnel. Human resources are the people employed at a business, also known as personnel.

2. The correct answer is C, human resources management. Human resources management is the finding, selecting, training, and evaluation of employees.

3. The correct answer is B, recruitment. Recruitment means actively looking for qualified people to fill a job.

4. The correct answer is B, performance appraisal. A performance appraisal is an evaluation of how well an employee is doing a job.

5. The correct answer is D, resignation. A voluntary separation occurs when an employee resigns.