

Human Resources

What is Human resource?

Human resources are a term used to refer to how people are managed by organizations. The field has moved from a traditionally administrative function to a strategic one that recognizes the link between talented and engaged people and organizational success. Human resources has at least two related definitions depending on context. The original usage derives from political economy and economics, where it was traditionally called labour, one of four factors of production although this perspective is changing as a function of new and ongoing research into more strategic approaches at national levels. This first usage is used more in terms of 'human resources development', and can go beyond just organizations to the level of nations. The more traditional usage within corporations and businesses refers to the individuals within a firm or agency, and to the portion of the organization that deals with hiring, firing, training, and other personnel issues, typically referred to as 'human resources management'.

Structure of the organisation

JD Sports Fashion PLC has long been established as the leading UK specialized multiple retailers of fashionable branded and own brand sports and casual wear, principally through the growth of its main retail fascia, JD Sports. The group now has over 400 stores covering both Sports and branded fashion but it all started when John David Sports was founded in 1981 with one shop in Bury. By 1983 the fledgling business was expanding into the Arndale Centre in Manchester and throughout the 1980s there were further openings, largely in the North and Midlands. The first London store was opened in Oxford Street in 1989 and by the time of JD's stock market flotation in 1996 there were 56 stores. Maximum advantage was being taken from the growth in sales of international sports brands such as Adidas, Nike, Reebok and Puma and the trend to wear sportswear more and more in everyday life rather than largely on sports fields. Additionally, JD had already developed its reputation as the most innovative visual merchandiser of sportswear with the best and most exclusive and stylish ranges.

Each of the 400 departments has directors that oversee the other departments and staff. In order to manage the department's director, they each have an assistance which in below them is the Managers who have power and control of staff. In the level below them are the Designers, Supervisors, Security Supervisors and other staffs in the departments. The Retail Staff, Payroll Staff are also listed in the stage below them.

John (J) Wardle and David (D) are the managing director and the founders of JD Sports. The organisation consists of four main departments under the managing director, Rachel Goldberg. The four directors help Rachel Goldberg to run the organisation as they each have departments to run; they are listed below:

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| • Financial Director | Jay Kavali |
| • Production Director | Tom Wein |
| • HR/Administrator Director | Jimmy Strong |
| • Marketing & Sales Director | John |

Under JD Sports management control, the four senior members of staff all have duties to do towards the organisation of the JD Sports company. They have many responsibilities in the departments, as their main duties are to assist and manage the other staff members which are in the level below them.

HR/Administration Department

Human resource management (HRM) is the strategic and coherent approach to the management of an organization's most valued assets - the people working there who individually and collectively contribute to the achievement of the objectives of the business. The terms "human resource management" and "human resources" (HR) have largely replaced the term "personnel management" as a description of the processes involved in managing people in organizations. In simple sense, HRM means employing people, developing their resources, utilizing, maintaining and compensating their services in tune with the job and organizational requirement.

The HR/Administration director is responsible for the recruitment of staff members, induction and training. Each new member of staff attends an induction programme, which is organised by the human resources section. A copy of the handbook given to each staff is attached. This gives more details on the structure of the company and the work carried out in different functional areas. When recruiting staff, they have a notice board in Human Resources which contains information on staff events as well as details of job vacancies which are always advertised internally as well as externally.

Production Department

The **production and planning** department will set standards and targets for each section of the production process. The quantity and quality of products coming off a production line will be closely monitored. In businesses focusing on lean production, quality will be monitored by all employees at every stage of production, rather than at the end as is the case for businesses using a quality control approach.

2. The **purchasing** department will be responsible for providing the materials, components and equipment required to keep the production process running smoothly. A vital aspect of this role is ensuring stocks arrive on time and to the right quality.

3. The stores department will be responsible for stocking all the necessary tools, spares, raw materials and equipment required to service the manufacturing process. Where sourcing is unreliable, buffer stocks will need to be kept and the use of computerised stock control systems helps keep stocks at a minimal but necessary.

4. The **design and technical support** department will be responsible for researching new products or modifications to existing ones, estimating costs for producing in different quantities and by using different methods. It will also be responsible for the design and testing of new product processes and product types, together with the development of prototypes through to the final product. The technical support department may also be responsible for work study and suggestions as to how working practices can be improved.

5. The **works** department will be concerned with the manufacture of products. This will include the maintenance of the production line and other necessary repairs. The works department may also have responsibility for quality control and inspection.

A key aspect of modern production is ensuring quality. The term quality means fitness for purpose i.e. a product, process or service should do exactly what is expected of it.

Internal Communication

Internal communications is a generic expression for all communication (formal and informal) that JD Sports undertakes with its close stakeholders — i.e. those people with whom it has a relationship that requires support, principally direct/indirect employees and/or members. The main purpose of formal internal communications is to inform employees or members of the direction and performance of the organisation (and/or team) to which they belong.

The profession of internal communications builds on fundamental principles of other disciplines like human resources (HR), marketing, project management and media planning. As a result it often gets adopted in organisations under different labels: employee communications, employee engagement, internal marketing, company communications, staff communication, etc. Responsibility can also reside within different functions: marketing, corporate communications, transformation, HR, CEO office, etc.

In common with other communication professions, there are different areas of specialism within internal communications: channel management, speech-writing, change communications, HR communications, project communications, event management, social media, intranets, etc.