

# MERCER PUBLIC WORKSHOP

## 美世公开研讨会

### 全面招聘体系管理

#### 从规划到入职，完整的招聘工作全流程体系化课程

如何在企业内建立规范、有序、清晰的招聘流程与体系？HR 该如何调动用人部门并与其合作共同完成招聘工作，为企业用人计划给出具体建议，使招聘工作为企业人才发展与保留做出真正贡献？

美世为期 1 天的研讨会将帮助您了解到人力资源规划的基本流程及如何进行人力资源的需求与供给分析；理解招聘需求的来源及如何做具体的招聘需求分析；掌握招聘的有效渠道和基本流程；了解从甄选到跟踪录用的不同方法和注意事项。在学习形式上，将采用美世复合式教学模式，线下线上学习相结合，有效强化巩固学习效果。

#### 课程概述

##### 招聘管理规划

- 招聘规划的意义
- 规划思路与技巧
- 招聘规划之后的注意事项

##### 招聘需求管理

- 招聘理念
- 需求分析
- 需求管理

##### 招聘渠道分析

- 招聘渠道优劣剖析与理解
- 招聘渠道有效运用的方法与实践
- 利用招聘渠道提升雇主品牌

#### 研讨会信息

时间地点：

北京

6月13日

上海

4月23日

9月24日

广州

3月26日

费用：

RMB 6,800(含 6%增值税)

#### 联络

美世学习与发展热线电话

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[learning.china@mercer.com](mailto:learning.china@mercer.com)

## 招聘流程管理

- 职位发布
- 简历收集
- 简历筛选
- 初试
- 复试

## 甄选方法

- 简历识别法
- STAR 面试法
- 测评中心
- 录用检测

## 录用跟踪

- 录用方案
- 背景调查
- 入职跟踪
- 效果跟踪

## 学员收获

- 了解人力资源规划流程，人力资源供需分析的基本步骤和方法
- 了解招聘体系建立的要素，建立准确，公平和认可的招聘体系，从而保证招聘工作的有效开展
- 分析招聘需求来源，掌握具体化的招聘需求分析方法
- 有效掌握内部沟通的诀窍，调动业务部门与 HR 共同完成招聘工作，确保招聘工作顺利推行的同时增强 HR 的影响力
- 学习如何通过猎头公司、网络招聘、校园招聘、人才市场和内部渠道进行有效招聘

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- 掌握多种甄选和测评方法，完善从职位发布开始到录用的完整招聘流程
- 通过招聘有效提升雇主品牌

## 目标学员

人力资源专业人士，人力资源全面管理人员，以及其他希望全面掌握人力资源招聘流程与技巧的专业人士

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## COMPREHENSIVE RECRUITMENT MANAGEMENT

How to set up standard, orderly and clear recruitment process and system in the company? How HR department collaborate with business unit to complete recruitment, provide specific suggestions on hiring plan, and make the hiring truly contribute to the company's talent development and retention?

This one-day workshop will help you master the basic processes of workforce planning and HR demand and supply analysis. Understand your organization's recruitment needs and how to conduct a specific recruitment need analysis. Master effective recruitment channels, basic process, and learn different methods and precautions to take from selection to hiring. We will take the method of Mercer blended learning, which will strengthen and consolidate learning effect: online learning, offline training and online assessment.

### TOPICS COVERED

#### Human Resource Planning

- Significance of HR planning
- Thinking and method of HR planning
- Dos and don'ts after HR planning

#### Recruitment Demand Communication

- Mindset of recruitment
- Job analysis of recruitment demand
- Recruitment demand management

#### Recruitment Channel

- Strengths and weaknesses of the recruitment channels
- Use recruitment channels effectively
- Use recruitment channels to improve employee branding

#### Recruitment Process

- Job vacancy launch

### WORKSHOP INFORMATION

Time and Place:

Beijing  
Jun 13

Shanghai  
Apr 23  
Sep 24

Guangzhou  
Mar 26

Price:  
RMB 6,800(including 6% added-value tax)

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- Resume collection
- Resume analysis
- First interview
- Second/final interview

### Method of Selection

- Resume recognition
- STAR interview
- Assessment center
- Candidate conditions check before hire

### Recruitment Tracking

- Offer proposal
- Background investigation
- On boarding tracking
- Effect tracking

## BENEFITS TO PARTICIPANTS

- Master the process of workforce planning, and the basic steps and methods of demand and supply analysis
- Learn the elements of establishing a recruitment system- build an accurate, fair, and recognized recruitment system to ensure the effective implementation of recruitment
- Analyze sources of recruitment demand and master specific recruitment needs analysis
- Learn internal communication skills; to motivate business departments to complete recruitment with HR and enhance HR influence to business
- Learn how to use headhunters, online recruiting, campus recruiting, talent markets, and internal channels for effective recruitment
- Master a variety of selection and assessment methods, and improve the complete recruitment process from job posting to onboarding
- Develop employee banding via effective recruitment

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## TARGET PARTICIPANTS

HR professionals, HR generalist and others who want to understand recruitment process and skills comprehensively

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