

# COURSE 101: ELEMENTS OF HUMAN RESOURCE MANAGEMENT

**Presenter: Lourdes Gonzalez, MBA, CIHM, CLCS, AFIS**  
*Risk Management Consultant/ Account Executive - Pan American Insurance Agency, Inc.*

**Location: Sonoma County Farm Bureau, 970 Piner Road, Santa Rosa, CA 95403**

**Date: Wednesday, February 15, 2012**

**Time: 9 am – 3:30 pm (with lunch provided from 12-12:30 pm)**

## COURSE DESCRIPTION

As an introduction to Human Resource Management (HRM), this survey course provides an overview of basic elements, including understanding the functions of HRM in an organization, typical designs of HRM departments, the responsibilities of HRM personnel, various roles HRM specialists have, and career options for prospective HRM employees.

### Topics include:

- Typical HRM functions within an organization such as job analysis, recruitment and selection, organizational change, training and development, performance management, compensation/ benefits, safety and health, collective bargaining, internal employee relations, and legal aspects of HRM.
  - HRM as a business partner
  - Purpose of HRM in an organizational environment
  - Expectations of CEOs and CFOs for HRM departments
  - Designs and structures of HRM/ Personnel departments
    - Importance of HRM in employee/ labor relations
    - Careers and specialties in HRM.



**THIS PROGRAM RECEIVED 6 HOURS OF RE-CERTIFICATION GENERAL CREDIT TOWARD PHR, SPHR AND GPHR FROM HUMAN RESOURCE CERTIFICATION INSTITUTE**

## REGISTRATION FORM

101 ~ Sonoma ~ February 15, 2012

**Cost:**  \$150/participant for members of co-sponsoring organizations  \$195/participant for non-members

**Attendees Names:** 1. \_\_\_\_\_ 2. \_\_\_\_\_  
3. \_\_\_\_\_ 4. \_\_\_\_\_

**Company** \_\_\_\_\_

**Address** \_\_\_\_\_

**Phone** \_\_\_\_\_ **E-mail** \_\_\_\_\_

Please submit your registration and payment to: APMA, 512 Pajaro Street, Suite 7, Salinas, CA 93901 or **register online** at [www.agpersonnel.org](http://www.agpersonnel.org). For more information, please contact Julia Belliard, Executive Director – APMA at (831)422-8023.

## CERTIFICATE PROGRAM IN AGRICULTURAL HUMAN RESOURCE MANAGEMENT

APMA Certificate Program in Agricultural Human Resource Management has a unique focus on agriculture and incorporates a wide range of topics that will help HR professional advance to the next level. It was developed and now being presented by the leading consultants in the field.

The program is designed for working adults, with classes scheduled strategically to minimize disruption to your work—eight core courses are required for the program certificate, along with one elective are offered monthly and may be completed in any sequence. We invite all HR professionals to complete this certificate program and stay current on various issues, from legal compliance to employee relations.

## PRESENTING AND CO-SPONSORING ORGANIZATIONS



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