



Outduction Case Study

Title	Spotlight on HRM, February 2011
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Intended learning outcome	To inform students of the different types of roles within HRM, the competencies needed to undertake these roles and tips on how to get ahead and be successful in their HR careers
Problem statement (what did case study seek to address?)	Students lack awareness of the types of HR roles that are out there – generalist v specialist, and so generally lack awareness of other career options and where they should be looking for opportunities
Context	The 2 nd Spotlight on HRM event – it was hoped that this event would get the HRM students more engaged with other employability activity, and promote opportunities for students to get some experience.
Activity	The format of the event was as follows: Facilitated panel discussion – industry experts from various levels talked about hot topics affecting the profession, career paths, opportunities for success and roles available at different levels Speed interviews/networking – the discussion was followed by speed interviews and networking with industry professionals and HR alumni
Issues	None....
Hot tips/key points for effective practice	The panel members were all brilliant and each had an exciting story to tell so they really captured the attention of the student audience. They were also in very different roles to one another and at different stages of their careers so together they gave a fantastic picture of the HR function. The facilitator was also great and really led the discussions very well.