

Masters in Human Resources Management: Intake May 2025 – February 2026

Assessment Task: Written assignment based on chosen questions	
Module: <i>HR Planning, Talent Acquisition, Retention, and Reward Strategies</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 7	Student Name:
Date:	Student Number:
Assignment Deadline: 28 May 2026	
<p>Task The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of HR Planning, Talent Acquisition, Retention, and Reward Strategies.</p> <p>Note This assessment provides students with an opportunity to put into practice the relevant provisions of the law in relation to the topic they choose to write about forming part of HR Planning, Talent Acquisition, Retention, and Reward Strategies.</p> <p>Note <i>You should plan to spend approximately 20 hours researching each assignment question, preparing for and writing the assignment for assessment. The nominal word count for each assignment is 2500 words.</i></p> <p><i>Please ensure that you refer to 21 Academy's Assignment Guidelines for comprehensive information regarding the submission of your assignment. Additionally, the assignment submission form must be included with your completed work, clearly indicating which question you have chosen to answer by ticking the box next to the question number.</i></p>	
Choose and answer 1 (one) question1 from the following:	
<p>☐ Question 1: Critically evaluate how an organisation's employer brand influences the effectiveness of its recruitment strategy. Drawing on relevant theories and contemporary research, analyse the relationship between employer branding, candidate attraction, and labour market dynamics. Using an organisation of your choice, assess how employer brand strengths and weaknesses shape recruitment outcomes, and propose evidence-based recommendations for improving strategic talent attraction.</p> <p>☐ Question 2: Compare and critically assess three different selection methods (e.g., structured interviews, assessment centres, psychometric testing) in terms of reliability, validity, fairness, and candidate experience. Evaluate how digital technologies (such as AI-enabled screening or virtual assessment centres) are reshaping these methods. Using academic literature and practical examples, argue which combination of methods provides the most robust selection process for a complex, knowledge-intensive role.</p> <p>☐ Question 3: Analyse the role of strategic workforce planning in enabling organisational agility and long-term capability development. Using a chosen organisation or sector, evaluate how demographic trends, skills shortages, and technological change influence workforce forecasting and planning decisions. Develop a data-informed workforce plan that addresses identified gaps and supports the organisation's strategic objectives.</p>	
Pass Mark - 50%	Total Assignments Weighting - 70%
By submitting I confirm that this assessment is my own work	
Mark:	Signature: <main assessor>
Date	Signature: <quality assurance>