

???????? 1: ????????????? HRM / HRD

1.1 HRM (Human Resource Management) – ?????????????????????

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1.2 HRD (Human Resource Development) – ?????????????????????

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???????? 2: ????????????????????????????? HR

2.1 HR Strategy & Structure

- HR Strategy: ???
- HR Structure: ????????????????????????????? (?????????: HRBP,COE, HRSS)

2.2 Workforce Planning & Job Analysis

- Workforce Planning: ?????????????????
- Job Analysis: ?????????????????
- JD (Job Description): ?????????????????

2.3 Competency & Scorecard

- Competency Framework: ????????????
- Scorecard: ?????????????????

???????? 3: ????????????????????????? HRM

3.1 Talent Attraction & Recruitment

3.1.1 Employer Branding

- ??????????: ???
- ??????????:
- EVP (Employee Value Proposition)
- Corporate Culture
- Employee Story

3.1.2 Recruitment Marketing

- ??????????: ???
- ??????????:

