

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
RIVNE STATE UNIVERSITY OF THE HUMANITIES**

Faculty of Documentary Communications, Management, Technology and Physics
Department of Management

MASTER'S THESIS

on the topic of:

«Management of enterprise personnel development processes»

Performed by:

Applicant full-time student,
specialty 073 «Management»
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07 «Management
and administration»

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ABSTRACT

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Master's thesis for the second (master's) level of higher education in the specialty 073 "Management" - Rivne State University of Economics, Rivne, 2024.

The report examines the peculiarities of investing in human capital within an enterprise. It outlines the principles of effective change management, emphasizing the necessity to develop a concept of managing strategic changes for innovative enterprise development based on a systemic approach. The report also discusses a range of specific tasks that organizations face in developing human potential and proposes measures for efficient and rational human capital development within the enterprise. The results of investing in human capital are presented, along with an analysis of management processes using the PDCA cycle to enhance enterprise performance through human capital investment. The unique aspects of investing in human capital, distinguishing it from other types of investments, are highlighted. Additionally, the report notes the significant risk associated with human capital compared to other forms of capital and analyzes the benefits of investing in human capital for employees, employers, and the state.

Keywords: enterprise; human potential; human potential management; human capital; human resources; investment in human capital.

ANNOTATION

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The thesis is devoted to the study of enterprise management, the development of proposals for improving such efficiency and the evaluation of the effectiveness

Keywords: enterprise management, efficiency, management functions, forms of management, enterprise activity planning, management by objectives.

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