

Ministry of Education and Science of Ukraine
Rivne State University of Humanities
Faculty of Documentary Communications, Management, Technology
and Physics
Department of Management

Master's thesis

**«Improving of personal management in the enterprise
(Take Apple as an example)»**

Performed by:
Applicant full-time student,
specialty 073 «Management»
field of knowledge
07 «Management
and administration»

Shao Xinyi

Scientific supervisor:

PhD in Psychology,
associate Professor,
Maksymchuk Nadiia
Stanislavivna

Rivne - 2024

ABSTRACT

Shao Xinyi « Improving of personal management in the enterprise » - Manuscript. 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

Shao Xinyi « Improving of personal management in the enterprise » - Manuscript. Master's thesis for the second (master's) level of higher education in the specialty 073 "Management" - RSUH, Rivne, 2024.

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.

CONTENT

INTRODUCTION.....	1
CHAPTER 1. THEORETICAL BASIS OF PERSONNEL MANAGEMENT AT THE ENTERPRISE.....	3
1.1. The essence, tasks and basic principles of personnel management.....	3
1.2. Methods and functions of personnel management.....	13
1.3. Personnel development as a leading element of innovation policy in modern conditions.....	20
1.4. Conclusions to section 1.....	29
CHAPTER 2. STUDY OF PERSONNEL POLICY AND PERFORMANCE MANAGEMENT SYSTEM OF “APPLE”.....	31
2.1. An Analysis of Apple's Organizational Structure and Economic Characteristics.....	31
2.2. Characteristics of the main components of Apple personnel management	48
2.3. Analysis of disadvantages and advantages.....	57
2.4. Human resource system analysis.....	62
2.5. Conclusions to section 2.....	66
CHAPTER 3. THE DEFICIENCY OF PERSONNEL MANAGEMENT SYSTEM AND HOW TO IMPROVE IT.....	68
3.1. Shortcomings of personnel management system.....	68
3.2. Improvement of the company's personnel management system.....	72
3.3. Application of a motivated mechanism for stimulating the work of personnel.....	86
3.4. Prospects of professionalization of labor management at the enterprise	96
3.5. Conclusions to section 3.....	104
CONCLUSIONS	106
REFERENCES	109