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Individual Written Assignment

Background information

Starbucks: Training and Development

Starbucks is one of the well-known multinational companies which specialises in café business. Aside from the extraordinary coffee, Starbucks has made a business out of human connections, community involvement and the celebration culture. Employees at Starbucks are described as assets and they are important for the company's growth. Starbucks offers its employees various training and development opportunities that help them deliver positive consumer experiences. The *Barista Basics Training Program* provides the initial training for a newly hired barista on essential skills and knowledge required for a barista role at Starbucks Coffee Company. Through the use of simple and intuitive tools, skills are taught through one-to-one delivery and on-the-job training. It is a highly effective learning experience for a new barista that quickly enhances confidence and competencies in delivering customer service.

Task

Evaluate different methods of training and development and how they influence the business performance at Starbucks or an organisation of your choice.

Students are required to read widely on the relevant areas from journals, text books and HR related publications. All work must be supported with secondary research and cited using the Harvard Referencing System. You must provide a reference list according to the Harvard Referencing System.

Guidance Notes

You may make use of headings, paragraphs and sub-sections as appropriate. The following guidance on structure is provided as reference only.

1. Introduction (150 words)

A brief introduction to the organisation and the purpose of the assignment.

2. Literature Review (1200 words)

- 2.1 Introduction to methods of training and development
- 2.2 On the job training
- 2.3 Off the job training
- 2.4 Methods of influencing business performance

You are required to provide minimum of five references for each component.

3. Training and development at Starbucks or your organisation (500 words)

- 3.1 Examples from Starbucks or an organisation of your choice
- 3.2 Recommendations

4. Conclusion (150 words)

- 4.1 Reflection
- 4.2 Main findings

Submission Procedure

1. You are required to send a soft copy of the assignment to: bmssubmission@gmail.com
2. A hard copy of the assignment with (a) signed feedback form (b) mandatory two (2) tutor review confirmation and (c) proof of submitting the soft copy should be handed over to the Examinations Department on or before the deadline.
3. The Exams Officer will issue a receipt confirming the submission.
4. The Exams Officer may refuse to accept the assignment if it does not comply with the guidelines.
5. Late submissions will receive a penalty of a 3-mark reduction per day from the deadline.
6. Assignments will not be accepted after 7 days from the deadline. The student shall re-submit a fresh assignment and will receive the maximum mark of a Pass grade.



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