

Methods of recruitment

A manager can recruit in two different ways:

- ▶ **Internal recruitment** is when the business looks to fill the vacancy from within its existing workforce.
- ▶ **External recruitment** is when the business looks to fill the vacancy from any suitable applicant outside the business.

	Advantages	Disadvantages
Internal Recruitment	Cheaper and quicker to recruit	Limits the number of potential applicants
	People already familiar with the business and how it operates	No new ideas can be introduced from outside the business
	Provides opportunities for promotion within the business – can be motivating	May cause resentment amongst candidates not appointed
	Business already knows the strengths and weaknesses of candidates	Creates another vacancy which needs to be filled
External Recruitment	Outside people bring in new ideas	Longer process
	Larger pool of workers from which to find the best candidate	More expensive process due to advertisements and interviews required
	People have a wider range of experience	Selection process may not be effective enough to reveal the best candidate

The four most popular ways of recruiting externally are:

- ▶ **Job centres** - These are paid for by the government and are responsible for helping the unemployed find jobs or get training. They also provide a service for businesses needing to advertise a vacancy and are generally free to use.
- ▶ **Job advertisements** - Advertisements are the most common form of external recruitment. They can be found in many places (local and national newspapers, notice boards, recruitment fairs) and should include some important information relating to the job (job title, pay package, location, job description, how to apply-either by CV or application form). Where a business chooses to advertise will depend on the cost of advertising and the coverage needed (i.e. how far away people will consider applying for the job)
- ▶ **Recruitment agency** - Provides employers with details of suitable candidates for a vacancy and can sometimes be referred to as 'head-hunters'. They work for a fee and often specialise in particular employment areas e.g. nursing, financial services, teacher recruitment

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- ▶ **Personal recommendation** - Often referred to as 'word of mouth' and can be a recommendation from a colleague at work. A full assessment of the candidate is still needed however but potentially it saves on advertising cost.

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