**THE HR PROFESSIONAL**

**Learning Outcome 3: ACTIVITY 7**

**SMALL GROUP ACTIVITY**

**Intellectual capital accounting at Grounds.com**

**Aim:**

The aim of this activity is to develop an intellectual capital report and analysis for Grounds.com.

**Objectives:**

* To identify the potential intellectual capital at Grounds.com through use of a systematic approach.
* To draw conclusions based on this, identifying HR strategy implications.

**Task brief:**

**Throughout this activity you will continue to use Grounds.com as a case study organisation. To complete this activity you will need to make assumptions and develop further the scenario you have.**

1. Identify and map the external and internal stakeholders clearly showing what they consider to be of value (from their perspective).
2. Identify where the knowledge to enable this value to be created is held. You may find it helpful to systematically brainstorm the knowledge which each department of function may hold for each item of value.   
     
   (For the purposes of this activity assume that Grounds.com has the following departments:

* Purchasing (obtains all raw materials)
* Research and design
* Sales and marketing
* Production
* Warehousing and dispatch
* Support services – including finance, HR, customer service)

1. Assess and categorise the knowledge needs using the table below:

|  |  |
| --- | --- |
| Category |  |
| Human capital |  |
| Structural capital |  |
| Relational capital |  |

1. How valuable is each items identified above in terms of contributing to the overall value created by the organisation’s activities in the eyes of your stakeholders? Allocate a percentage to each items listed in the table in stage 3.
2. With your group discuss the implications of this assessment

**Outcomes:**

You will have developed your understanding of intellectual capital accounting.

**Time:**

You have 45 minutes to prepare your assessment for sharing with the group.