

# Veer Narmad South Gujarat University

## Human Resource Management I

S.Y. B.B.A., Semester III

Effective from June 2012

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### Objectives:

To expose students to the dynamic field of HRM and develop in them an understanding of the need for every manager to be a HR manager. To enable students to comprehend the key and vital issues of HRM in a dynamic environment. To introduce students to theory, contemporary issues and practical examples from the corporate world for effective study of HRM.

### Pedagogic Tools:

Lectures, Case studies, Practical examples from corporate & business world, assignments, projects & presentations,

### Course Content:

#### ***CHAPTER 1 Introduction to Human Resource Management*** **(15 %)**

Definition and importance of HRM  
Objectives of HRM  
Scope of HRM  
Functions of HRM  
Difference between HRM and Personnel Management  
Limitations of HRM

#### ***CHAPTER 2 Human Resource Planning*** **(35 %)**

HRP- Definition, meaning, characteristics and features  
Importance of HRP- factors affecting HRP  
Process of HRP  
Levels of HRP  
Methods of Demand Forecasting  
Problems or barriers to HRP  
Guidelines for effective HRP  
Concept and objectives & uses of Job analysis  
Process and methods of job analysis  
Job description and job specification  
Role analysis  
Concept of job design (job rotation, job enrichment & job enlargement)

#### ***Chapter 3 Recruitment & Selection*** **(25 %)**

Recruitment meaning & definition  
Objectives of recruitment  
Factors affecting recruitment  
Process of recruitment  
Centralized vs. decentralized recruitment  
Modern techniques of recruitment (Head hunting, body shopping, tele recruitment, business alliances)  
Recruitment practices in India  
Selection meaning and definition

Factors affecting selection decision

Selection procedure 1) Tests

2) Interview

Placement & Induction

***Chapter 4 Career Planning & Training and Development***

**(25 %)**

Concept of career, career planning and succession planning

Career Stages

Elements of career development programmes

Steps in Career development system

Advantages, limitations of career planning & development

Meaning, importance, objectives of Training

Training Need Assessment or identification

Designing training programmes

Training Methods (on the job and off the job methods)

Evaluation of training programmes

Induction training

**Note: About 15-20 percentage of total paper should be allocated to case study or application based questions.**

TEXT BOOK: Essentials of Human Resource Management and Industrial Relations P. Subba Rao (Himalaya Publishing House)

Reference Books: 1) Human Resource Management by C. B. Gupta  
2) Human Resource Management by Dr. S.S. Khankha  
3) Human Resource & Personnel Management by K. Ashwathappa