

# 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

