

MARKETING MANAGEMENT &
HUMAN RESOURCE MANAGEMENT
SEM II, TOTAL MARKS: 100 (80+20)

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TOPIC: NATURE & SCOPE OF HUMAN RESOURCE MANAGEMENT

CONCEPT:

HUMAN RESOURCE MANAGEMENT (HRM) CAN BE DEFINED AS THE FUNCTIONS OF PLANNING FOR HUMAN RESOURCE NEEDS, RECRUITING, SELECTING, DEVELOPING, COMPENSATING AND EVALUATING PERFORMANCE OF HUMAN RESOURCES FOR THE ACHIEVEMENT OF INDIVIDUAL, ORGANISATIONAL AND SOCIAL GOALS.

DIFFERENCE BETWEEN PERSONNEL MANAGEMENT AND HUMAN RESOURCE MANAGEMENT :

POINT OF DIFFERENCE	PERSONNEL MANAGEMENT	HUMAN RESOURCE MANAGEMENT
APPROACH	IT IS THE TRADITIONAL APPROACH OF MANAGING PEOPLE IN THE ORGANISATION.	HRM IS A MODERN APPROACH OF MANAGING PEOPLE AND THEIR RELATIONS AND BEHAVIOUR IN THE ORGANISATION
FOCUS	THE MAIN FOCUS OF PERSONNEL MANAGEMENT IS ON PERSONNEL ADMINISTRATION, EMPLOYEE WELFARE AND LABOR RELATION.	HRM FOCUSES ON ACQUISITION, DEVELOPMENT, MOTIVATION AND MAINTENANCE OF HUMAN RESOURCE IN THE ORGANISATION.
ASSUMPTION	PERSONNEL MANAGEMENT ASSUMES PEOPLE AS AN INPUT FOR ACHIEVEING DESIRED OUTUT	HRM ASSUMES PEOPLE AS AN IMPORTANT AND VALUABLE RESOURCE FOR ACHIEVING DESIRED OUTPUT.

DIFFERENCE BETWEEN PERSONNEL MANAGEMENT AND HUMAN RESOURCE MANAGEMENT :

POINT OF DIFFERENCE	PERSONNEL MANAGEMENT	HUMAN RESOURCE MANAGEMENT
COMMUNICATION	THE COMMUNICATION MODE IS INDIRECT	THE COMMUNICATION MODE IS DIRECT
PAY	THE PAY UNDER THIS METHOD IS BASED ON JOB EVALUATION	UNDER HRM PAY IS PERFORMANCE RELATED.
	TEMPORARY SOLUTION IS REACHED IN PERSONNEL MANAGEMENT	HRM MANAGES CONFLICT COMPLETELY BY MANAGING THE CLIMATE AND CULTURE

NATURE & SCOPE OF HUMAN RESOURCE MANAGEMENT:

- CONCERNED WITH HUMAN RESOURCE
- HRM IS A DYNAMIC FUNCTION
- QUALITATIVE & QUANTITATIVE ASPECT
- MANAGERIAL FUNCTION
- PERVASIVE FUNCTION
- OPTIMUM UTILISATION OF PERSONNEL
- HRM IS A CONTINUOUS ACTIVITY

NATURE & SCOPE OF HUMAN RESOURCE MANAGEMENT:

- PLACING RIGHT MAN AT RIGHT JOB
- CONCERNED WITH EMPLOYMENT & DEVELOPMENT OF EMPLOYEE
- THE BASIS OF HRM FUNCTION IS EFFICIENT MANAGEMENT OF PERSONNEL
- HRM RESOURCE MANAGEMENT IS PERFORMED BY ALL MANAGERS
- FUTURE ORIENTED

IMPORTANCE OF HUMAN RESOURCE MANAGEMENT:

- REDUCES COST OF PRODUCTION
- LONG TERM GROWTH OF ENTERPRISE
- IMPROVES JOB SATISFACTION AND MORALE OF THE EMPLOYEE
- FULFILS PRESENT AND FUTURE NEEDS OF EMPLOYEES
- IMPROVES EMPLOYER-EMPLOYEE RELATIONS
- PROVISION FOR PROPER WAGES AND SALARIES

FUNCTIONS OF HUMAN RESOURCE MANAGEMENT

➤ MANAGERIAL FUNCTIONS

- PLANNING
- ORGANISING
- DIRECTING
- CONTROLLING

➤ OPERATIVE FUNCTIONS

- ACQUISITION/ PROCUREMENT FUNCTION
- DEVELOPMENT FUNCTION
- COMENSATION FUNCTION
- INTEGRATION FUNCTION
- MAINTENANCE FUNCTION