



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

An Autonomous Institution

Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai



DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA202 - HUMAN RESOURCE MANAGEMENT

I YEAR /II SEMESTER

Unit 2 - THE CONCEPT OF BEST FIT EMPLOYEE

Topic 5: Recruitment



RECRUITMENT

DEFINITION:

According to Flippo, “Recruitment is the process of searching prospective employees and stimulating the person to apply for jobs in the organization”.

- ▶ Recruitment refers to the process of identifying, attracting, interviewing, selecting, hiring and on boarding employees. In other words, it involves everything from the identification of a staffing need to filling it.





NATURE OF RECRUITMENT

It is a Process

Linking Activity

- ▶ Positive Function
- ▶ Important Function
- ▶ Pervasive Function
- ▶ Two-way Process
- ▶ Identifies Human Resource
- ▶ Dependency
- ▶ Complex Job



PURPOSE OF RECRUITMENT

Determines Present and Future Requirements

Creates and Increase the Applicants Pool

- ▶ It Establishes Link
- ▶ Increases success rate of selection
- ▶ Reduce the Probability
- ▶ Meet the Organization's Obligations
- ▶ Increases and Evaluates Effectiveness



SOURCES OF RECRUITMENT

INTERNAL

- Transfers
- Promotions
- Upgrading
- Demotion
- Retired employees
- Retrenched employees
- Dependents and relatives of deceased employees

EXTERNAL

- Press advertisements
- Educational institutes
- Placement agencies/ outsourcing
- Employment exchanges
- Labour contractors
- Unsolicited applicants
- Employee referrals
- Recruitment at factory gate



Process of HR recruitment





METHODS OF RECRUITMENT

INTERNAL METHODS: Promotions and transfers, job posting, employee referrals

- ▶ **DIRECT METHODS:** Campus recruitment
- ▶ **INDIRECT METHODS:** advertisements – newspaper ads, television and radio ads.
- ▶ **THIRD PARTY METHODS:** private employment search firms, employment exchanges, gate hiring, unsolicited applicants, walk ins, internet recruiting.



INTERNAL SOURCES

MERITS

- Familiarity
- Better Utilization of Internal Talent
- Economy
- Motivational Value

◀ DEMERITS

- Restricted Choice
- Inbreeding
- Absence of Competition
- Conflict



EXTERNAL SOURCES

MERITS

- Wide Choice
- Injection of Fresh Blood
- Motivational Force
- Long Term Benefits

◀ DEMERITS

- Expensive
- Time Consuming
- Demotivating
- Uncertainty



RECAP

QUESTIONS???

THANK YOU