



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 : 19BA315 STRATEGIC HUMAN RESOURCE MANAGEMENT

II YEAR /III SEMESTER

Unit 1 - STRATEGIC HUMAN RESOURCE DEVELOPMENT

Topic 1: SHRM - Meaning, Scope & Importance



HUMAN RESOURCE MANAGEMENT

Definition

- ▶ Procurement
- ▶ Development
- ▶ Motivation
- ▶ Maintenance
- ▶ Goal Attainment





SCOPE OF HRM





IMPORTANCE OF HRM

- Recruitment & Selection
- Training
- Performance Appraisal
- Development
- Trade Unions





SHRM





SHRM - NATURE

- ▶ Long – term Focus
- ▶ Associated with Goal Setting
- ▶ Inter-related with Business Strategies
- ▶ Fosters Corporate Excellence Skills





SHRM - DEFINITION

SHRM is a process of managing human resources that links the workforce with the core strategies, objectives and goals of an organisation.





SHRM - NEED

- ◀ Identification of HR significance
- ◀ Emphasis on Work and Management
- ◀ Innovation
- ◀ Cost Control & Asset Development





SHRM - NEED





RECAP

QUESTIONS???

THANK YOU