



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

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DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA315 STRATEGIC HUMAN RESOURCE MANAGEMENT

II YEAR /III SEMESTER

Unit 1 - STRATEGIC HUMAN RESOURCE DEVELOPMENT

Topic 3: VISION, MISSION & VALUES



VISION

- Vision is the category of intentions that are broad, all inclusive and forward thinking.
- It is a description of an organisation/corporate culture/a business/a technology/an activity in future.
- It is the basic purpose of the organisation as well as its scope of operations.
- The vision statement clarifies the long term direction of the company and its strategic intent.





IMPORTANCES OF VISION

- Visions are inspiring and exhilarating.
- Represent a discontinuity, a step functions and a jump ahead
- Creation of a common identity and a shared sense of purpose.
- Competitive, original and unique.
- Foster risk-taking and experimentation.
- Foster long-term thinking.
- Represent integrity & genuinity.





MISSION

- It is statement which defines the role that an organisation plays in the society.
- Mission statement should be compared with an organization's overall vision statement in order to determine if it reflects the organizations direction.





MISSION

Mission statement should include the following five things;

- The name of organization group.
- The role that HR will serve in the organisation (internal consultant, trainer, instructional designer, and so forth),
- The type of population served.
- The type of interventions to be employed by HRD programmes.
- The type of outcomes desired as a result of the interventions.





IMPORTANCE OF MISSION

- ◀ Gives a unified direction to the company's growth.
- ◀ The utilization of the company's resources is also unified,
- ◀ Allocation of resources is based on the mission statement.
- ◀ Build up a professional climate for maintenance and improvement of company's growth.
- ◀ outlines a framework for organizational planning, assigning definite tasks and responsibilities to each business unit.
- ◀ Helps to set up and develops a control mechanism for achievement of objectives.



VALUES

- Specific mode of conduct or end of state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence.
- Organisation values are the strong enduring beliefs and principles that the company uses as a foundation for its decision.
- Values are global belief that guide actions and judgments across a variety of situations.





IMPORTANCE OF VALUES

- ▶ Values lay the foundations for the understanding of attitudes and motivation.
- ▶ Personal value system influences the perception of individuals.
- ▶ Values influence the attitudes and behaviour.
- ▶ The challenge and re-examination of established work values constitute important cornerstones of the current management revolution all over the world.



RECAP

QUESTIONS???

THANK YOU