



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 IV - COMPETENCY DEVELOPMENT & CAREER

Topic 5- Career Planning



CAREER PLANNING

DEFINITION

- ▶ Career planning is a process of systematic matching career goals and individual capabilities with opportunities for their fulfillment.
- ▶ Career planning is the process of enhancing an employee's future value.

CHARACTERISTICS

- ▶ Participative process
- ▶ Monitors employee's abilities and attitudes
- ▶ Developmental process
- ▶ Continuous process
- ▶ Life-long learning process

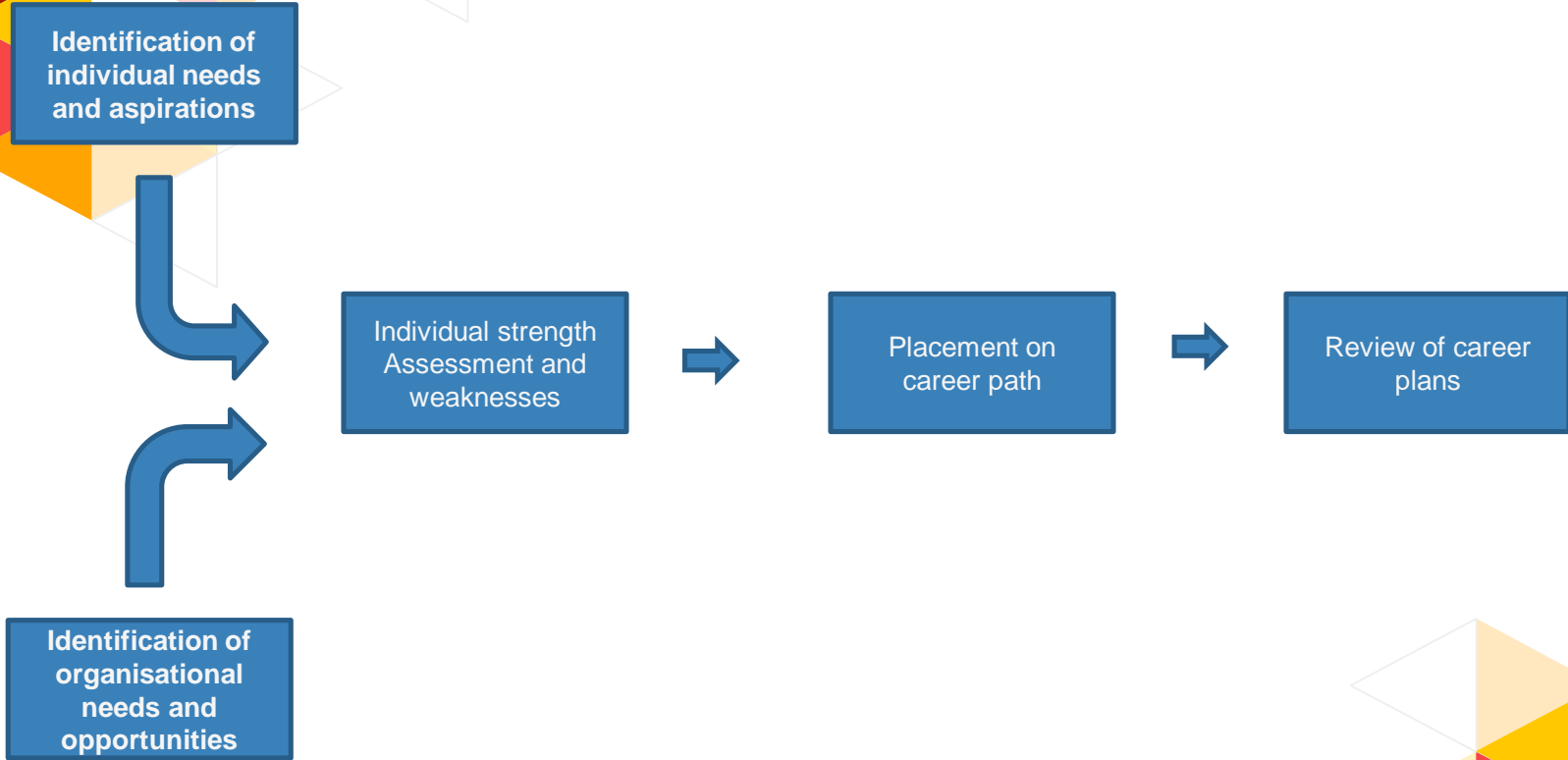


OBJECTIVES

- ▶ To attract and retain talented employees
- ▶ To know each employee's USP
- ▶ To guide and persuade employees
- ▶ To foresee future vacancies
- ▶ To assist in growth and development of the organisation
- ▶ To ensure the availability of managerial talent at all levels



PROCESS OF CAREER PLAN





IMPORTANCE

- ◀ Employees
 - ◀ Defines clear path of career
 - ◀ Facilitates self-development
 - ◀ Enhanced productivity
- ◀ Organisation
 - ◀ Ensure availability of talent
 - ◀ Attracting and retaining talent
 - ◀ Promoting positive image of organisation
 - ◀ Protecting interest of disadvantaged employees.



LIMITATIONS

- ▶ Time taking process
- ▶ Lacks objectivity
- ▶ Not appropriate for large workforce
- ▶ Outside forces
- ▶ Lack of knowledge and awareness
- ▶ Lack of flexibility
- ▶ Problems in measuring career success



RECAP

QUESTIONS???

THANK YOU