

Unit 1. MANAGERIAL FUNCTION

Topic 1.2 HRM functions

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Content

1. Human Resource **Management**
2. Environmental **trends** and HRM challenges

Practical exercises:

- Case study 1.1 - Strategy and HRM policies
- Ethical Question 1.1

2. HRM functions and roles

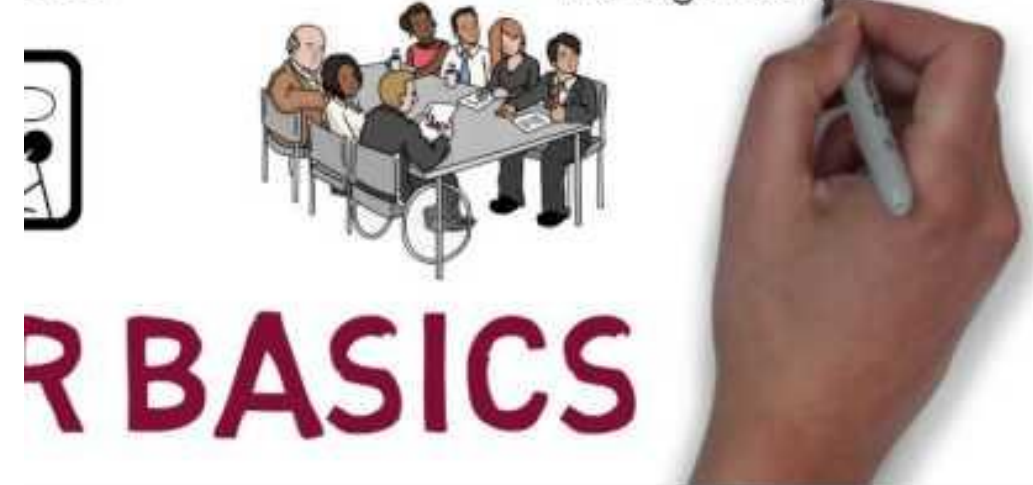
Human Resource Management (HRM)

All planned and controlled activities of an organization
to build and maintain
the relation between **employees** and **organization**
in order to meet
both business objectives and employee expectations.

HRM Functions



ment
tion Onboarding Performance
Management



***Which main HRM functions/roles are described in the video?
And which are the Specialized HR roles?***

<https://www.youtube.com/watch?v=9MWFkH4xb3U>

3. Environmental trends and HRM challenges

Environmental Megatrends

How do WEB 2.0 and Technologies influence HRM practices?

- ❑ The rise of telecommuting.
- ❑ The ethics of proper data use.
- ❑ Electronic monitoring.
- ❑ Medical testing.
- ❑ An increase in egalitarianism.



Environmental Megatrends

How do globalization influences HRM practices?

- ❑ Worldwide company culture
- ❑ Worldwide recruiting.
- ❑ A virtual workforce.
- ❑ The global enterprises.
- ❑ Wage competition.
- ❑ Brain drain



Environmental Megatrends



Environmental Megatrends

Sustainable development

- economic growth,
- society and individual development,
- environment protection.

Societal objectives of the organization among other includes:

- ***ethical treatment of employees***



Environmental Megatrends

Example Nestle,

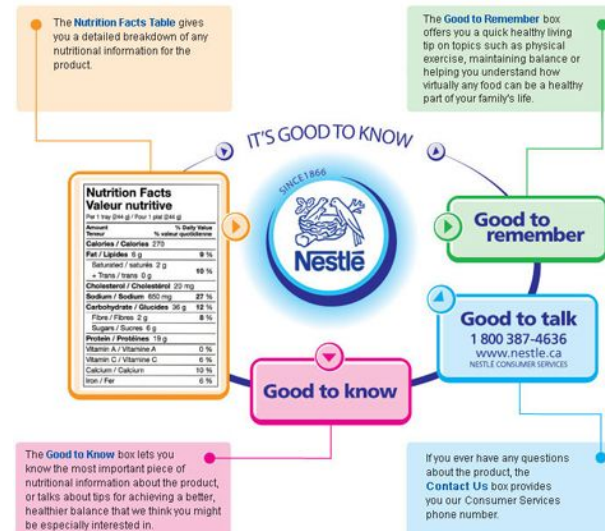
A **hybrid organization** is

a body that operates in both **public** and **private** sector simultaneously, fulfilling public duties and developing commercial market activities.

Can the company have both profitable, and non-profitable objectives?



"Nestlé is...
...the world's leading nutrition, health and wellness company. Our mission of "Good Food, Good Life" is to provide consumers with the best tasting, most nutritious choices in a wide range of food and beverage categories and eating occasions, from morning to night."



Class Question 1.1

A question of Ethics

Experts in career development note that in today's increasingly chaotic business and economic environment, individual employees need to prepare themselves for job and career changes.

Does an employer have an ethical duty to help employees prepare for the change that is almost certain to come?



Questions?

Definitions

Brain drain - The loss of high-talent key personnel to competitors or start-up ventures.

Decentralization - Transferring responsibility and decision-making authority from a central office to people and locations closer to the situation that demands attention.

Egalitarianism - the doctrine that all people are equal and deserve equal rights and opportunities.