

MBA-I/ SEM-II /Human Resource Management

COMPREHENSIVE CONCURRENT EVALUATION 2021-22

Subject: Human Resource Management

Code : 203

Credits:3

Faculty : Prof.Shrawani Parse

The subject is evaluated on the basis of three components

Sr No	Components	Marks	Date of Exam/Submission
A	Case Study	50	7 th July 2022
B	End Semester Exam/Internal Exam	50	
C	Online MCQ Exam	50	

Instructions:-

Details of student: Name, Class, Course name, and Course code must be clearly mentioned.

Copied answers will not be evaluated.

A. Case Study - I

Jysk Finland

Leena Saario, the HR Manager of Jysk Finland, places top emphasis on the dissemination of information to ease employee tension amid the crisis.

Their HR department ensures that updates regarding Labour Laws and collective agreement changes are communicated quickly to managers and staff. COVID-19 news and the company's responses are also conveyed regularly to provide complete transparency.

In addition, the HR department of Jysk is making sure that employee engagement is maintained and strengthened, especially during these difficult times.

Through Skype, Facebook and the Intranet, the HR team are able to consistently collaborate and hold meetings with employees – both for staff who still need to report to their stores and those who are currently working at home.

Digital solutions like VibeCatch are also helping them gather more honest insights from their entire workforce – even while everyone is remote.

Because of these steps, the Jysk HR team has been able to better understand the situation of their workers and, as a result, their management team can come up with more effective ways to support everyone's needs while sustaining their daily operations.

Questions

Q: What strategy was implemented by Jysk HR team to come up with effective employee support during Covid crises?

Q: How did Jysk HR team helped maintain transparency with employees during Covid -19?

Case Study -II

One of the key objectives of the Vybhav Leadership Academy (VLA) is to mobilize key talent globally across its 13 country locations. It may be stated that VLA has the responsibility of nurturing and developing talent through international assignments. Every year as part of annual review process, people in the senior leadership positions are screened by the MD and VP-HR for overseas postings. As a policy, all such assignments are for a duration of 2-3 years and are subject to lateral movements. The HR team prepares individual talent docket for each leader .which includes details from the Perf Career Tool and the Perf-Perfect Tool. A total of 10% to a maximum of 15% of this leadership talent is identified to move to other geographies over the next six months.

Once the names are finalized, top leader is made aware of and he/she offers his/her consent to the new opportunity and the related relocation. The corporate HR team works out the relocation package allowance based to the cost of living details at the new location. The leader undergoes 25 hours of intensive online and class room session to equip him/her to acclimatize to the new country and the acceptable work culture and life style. If the family of the leader is also proposing to relocate to the new country, extensive reading material and DVDs are provided to educate the family about the life in general in the host country. The employee and his/her family then work with Vybhav's approved relocation consultant (Mays International Consulting Services Private Ltd.) to decide on accommodation support and for identifying educational institutions for children and all of the physical relocation of personal belongings. As per company policy, the employee and his/her family are permitted a trial visit to the host country and stay over there for two weeks to understand the challenges of the new environment. In most cases, the family decided not to relocate given the duration of the assignment. But the final decision is left to the employee.

This initiative has helped Vybhav Corporation in building a truly global senior management team with significant understanding of the global challenges and help focus on the right growth areas and de-focus on areas where it did not make business sense and growth was limited

Questions:-

Q.1) Do you think that Vybhav's initiatives to build a global team of leaders are adequate enough?

Q 2) If yes, justify your answer.

Q 3) If not, suggest newer initiatives.

Case Study –III

It was July 2011 and Pawan Malhotra, the newly appointed Director- HR of Easyreach, an integrated telecom services company, stood looking out of his window, trying to decide what actions he needed to take to strengthen the role of human resource function in supporting the company's strategies. In the summer of that year, Prithviraj Singh, the CEO of the company had offered him the position and informed him that the senior management wanted to strengthen the strategic business orientation of the department. He had also confided that the senior management envisioned the human resource function as assisting business in developing their organizations and their people, and ensuring that the human resource considerations would be an integral part of the company's overall strategy.

Pawan, a law graduate and an MBA from one of the premier business schools, in India has proved to be as good as a business leader as a functional specialist. Prithviraj Singh, asked Pawan to head the HR function of the new most dynamic business IT division. Pawan had shown maturity in building an able team and had also shown fair appreciation of the business. To prepare himself for his new job, Pawan interviewed many professionals. He realized that his task was more formidable than he had originally imagined. Close on the heels of the success that it achieved in its business, it became ambitious and soon diversified into several related and unrelated businesses.

After 3 years, the competition in the industry had escalated and Easy reach experienced hardships to sustain business. The reputation of HR function kept on rapidly declining. In fact, when Prithviraj sought to appoint a VP for HR strategy, the interviews that he did with all internal HR resources left him wondering how he would expect the HR to ever align itself to businesses.

Q.1) What are some of the biggest obstacles you foresee Pawan facing his job?

Q.2) What major issues does the corporate HR function face which are inhibiting it from becoming a strategic partner to business?

Case Study IV

Watson Public Ltd Company is well known for its welfare activities and employee-oriented schemes in the manufacturing industry for more than ten decades. The company employs more than 800 workers and 150 administrative staff and 80 management-level employees. The Top-level management views all the employees at the same level. This can be clearly understood by seeing the uniform of the company which is the Same for all starting from MD to floor level workers. The company has 2 different cafeterias at different places one near the plant for workers and others near the Administration building. Though the place is different the amenities, infrastructure and the food provided are of the same quality. In short, the company stands by the rule of **Employee Equality**.

The company has one registered trade union. The relationship between the union and the management is very cordial. The company has not lost a single man day due to strike. The company is not a paymaster in that industry. The compensation policy of that company, when compared to other similar companies, is very less still the employees don't have many grievances due to the other benefits provided by the company. But the company is facing a countable number of problems in supplying the materials in the recent past days. Problems like quality issues, mismatch in packing materials (placing material A in the box of material B) incorrect labelling of material, not dispatching the material on time, etc...

The management views the case as there are loopholes in the system of various departments and hand over the responsibility to the HR department to solve the issue. When the HR manager goes through the issues he realized that the issues are not relating to the system but it relates to the employees. When investigated he come to know that the reason behind the casual approach by employees in work is

- The company hired new employees for a higher-level post without considering the potential internal candidates.
- The newly hired employees are placed with higher packages than that of existing employees in the same cadre.

Questions:

Q.1) Narrate the case with a suitable title for the case. Justify your title.

Q. 2) Do you agree with Watson's HR policies?

Case Study V

Asian motor Ltd is an automobile spare part company which is there in the market from 6 decades. The work force is the main reason because of which Asian motors is well known for its timely delivery and good quality goods. Most of the employees in Asian motors are associated with the organization for more than 3 to 4 decade. It is said that the one who join the organization as a fresher will leave the organization as a retired person only. The turnover ratio is very low in Asian motor ltd due to the feel of satisfaction and job security provided by Asian motor ltd management.

Till last year everything was fine with Asian motors. During the last year the scenario has changed. Number of competitors enters in the market and each one of them was well equipped with all modern technologies. The management is ready to go for an organisational development by accruing new machines and adopt all required modern technologies and allocated a big amount of fund towards this plan. The management hired an OD consultant who will work out a plan for the change and find out the hurdles in implementing the plan.

The OD consultant stated in his report that, the employees are the major hurdles in achieving the target of modern plant in Asian Motors. The reasons stated by him are:-

- a) Very old employee who are not much comfortable in adopting the new system.
- b) Chances of employees to show less interest towards Training in the new machineries as their employment period will be very less due to their age.

This started a pressure in the minds of the employees about the job security. The management assured him that “we will never commit such things which will put the employees in loss. There will be no question of job security here. And we all together will create a modern plant equipped with latest technology at Asian motors. Our plan is ready for that.”

He presented the plan in front of all the employees after listening to which the employees felt so happy and they confirmed that it is their own organisation and they will serve for the company till their life time.

Q.1) Discuss the state of mind of employees of Asian Motors before the paln is discussed with them.

Q.2) Locate and discuss the external factors which are determinates of this case in detail.

B. End Semester Exam/Internal Exam

C. Online MCQ Exam

