**LECTURE 2**

***HRM: An art or a science:***

It is the art and science of managing organizations people to achieve specific business objective.

Garry Dessler defines HRM as follows:

“Human resource management deals with the design of formal systems in an organization to ensure the effective and efficient use of human talent to accomplish organizational goals.”

***Why HRM is required:***

1. We, as a customer go to organizations to buy goods and products.
2. We go to them because their products and services satisfy our wants and needs.
3. And this is the main reason for the existence of these organizations.
4. Being a customer, we expect the continuity in their quality of products and services.
5. To continuously provide qualitative products and services is too complex a task to be performed by one person.
6. So, lot of people are brought together and each of them is assigned a part of the total task.
7. Activity of this multidiscipline team need to be co-ordinative for the better possible outcome.
8. Therefore, management of the HR is required to ensure the continuity in qualitative delivery of products and services to customers.

**HR Challenges:**

1. **Globalization:**

* Due to globalization world is shrinking & businesses are carried out without borders.
* Availability of economical and skillful globalized work-force increases the competition among human capital.
* From selling and buying prospective, HR managers are required to firstly identify the related skills and then develop these skills among the work force.

1. **Technology:**

* Fast pace of new technological advancement in every field put a great challenge to HR managers to constantly improve the skill level of their people in order to be competitive.
* While layoff different workers due to any reason (like technological advancements) HR Mangers has to ensure that they do this in comfortable way.

1. **Change:**

* Constant changes in every field creates lots of stress among individuals related to their careers, job opportunities, business development, customer satisfaction, quality control and cost effectiveness.
* To enhance the ability of an organization to anticipate & respond to these changes in its external and internal environments by enabling employees at all levels to cop-up with these changes.