



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 : 23BAT402 - HUMAN RESOURCE PLANNING AND DEVELOPMENT

II YEAR /IV SEMESTER

Unit 1 - INTRODUCTION

Topic 4: HRP - BUSINESS STRATEGY



HRP AND BUSINESS STRATEGY

- **Human Resource Planning (HRP)** ensures that an organization has the right people, at the right place, and at the right time.
- **Business Strategy** outlines an organization's long-term goals and how HRP aligns with them
- HRP is a **strategic function** that supports business objectives by ensuring a skilled workforce.



HRP AND BUSINESS STRATEGY

- ▶ **Economic,** demographic, competitive and legislative factors in the **business environment** also affect organization's staffing requirements.
- ▶ HR must consider each of them to ensure that it provides an adequate number of employees with the right skills.





HRP AND BUSINESS STRATEGY

- ▶ **Analyzing Business Goals** – Understanding the company's strategic objectives.
- ▶ **Forecasting HR Demand and Supply** – Identifying future workforce needs.
- ▶ **Talent Acquisition and Retention** – Hiring and retaining the right talent.
- ▶ **Workforce Development** – Training and developing employees to meet business needs.
- ▶ **Succession Planning** – Preparing future leaders for key roles.
- ▶ **Performance Management** – Ensuring employees meet strategic objectives.



INTEGRATING HRP WITH BUSINESS STRATEGY

- ▶ **HR as a Strategic Partner** – HRP aligns with **corporate vision** and **growth strategies**.
- ▶ **Workforce Analytics** – Data-driven HR decisions help in planning.
- ▶ **Technology in HRP** – AI and automation improve workforce forecasting.
- ▶ **Flexibility and Adaptability** – HRP must respond to market dynamics.



CHALLENGES IN ALIGNING HRP WITH BUSINESS STRATEGY

- ▶ **Rapid Market Changes** – Uncertainty in industry trends.
- ▶ **Skill Shortages** – Difficulty in finding the right talent.
- ▶ **Technological Disruptions** – Need for continuous skill upgradation.
- ▶ **Workforce Diversity** – Managing a global workforce.





Business Strategy & HRP

Business strategy focus (Porter)	HR strategy	HRP activities
Cost leadership		
<ul style="list-style-type: none">• Cost control• Stable business environment• Efficiency & quality	<ul style="list-style-type: none">• Job & employee specialization• Employee efficiency• Long HR planning scope	<ul style="list-style-type: none">• Internal promotions• Emphasis on training• Hiring & training for specific capabilities
Differentiation		
<ul style="list-style-type: none">• Long term focus• Growth• Creativity in job behaviour• Decentralization	<ul style="list-style-type: none">• Shorter HR planning scope• Hire HR capabilities required• Flexible jobs & employees	<ul style="list-style-type: none">• External staffing• Hire & train for broad competencies



RECAP

QUESTIONS???

THANK YOU