

**SYNOPSIS ON (MMPP-1)**

**HUMAN RESOURCES MANAGEMENT IN  
HYUNDAI MOTOR INDIA LIMITED**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT OF  
MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SUBMITTED BY**

**NAME: .....**

**ENROLMENT NO: .....**

**SUBJECT CODE: MBA (HR)**

**SUBMITTED TO:**



**SCHOOL OF MANAGEMENT STUDIES,  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
(IGNOU), NEW DELHI**

## INTRODUCTION

The process of hiring and developing employees so that they become more valuable to the organization. Human Resource Management includes conducting job analyses, planning personnel needs, recruiting the right people for the job, orienting and training, managing wages and salaries, providing benefits and incentives, evaluating performance, resolving disputes, and communicating with all employees at all levels. Examples of core qualities of HR management are extensive knowledge of the industry, leadership, and effective negotiation skills. Formerly called personnel management.

Though as with all popular perceptions, the above imagery has some validity, the fact remains that there is much more to the field of HRM and despite popular depictions of the same, the “art and science” of HRM is indeed complex. The term “art and science” as HRM is both the art of managing people by recourse to creative and innovative approaches; it is a science as well because of the precision and rigorous application of theory that is required.

As outlined above, the process of defining HRM leads us to two different definitions. The first definition of HRM is that it is the process of managing people in organizations in a structured and thorough manner. This covers the fields of staffing (hiring people), retention of people, pay and perks setting and management, performance management, change management and taking care of exits from the company to round off the activities. This is the traditional definition of HRM which leads some experts to define it as a modern version of the Personnel Management function that was used earlier.

The second definition of HRM encompasses the management of people in organizations from a macro perspective i.e. managing people in the form of a collective relationship between

management and employees. This approach focuses on the objectives and outcomes of the HRM function. What this means is that the HR function in contemporary organizations is concerned with the notions of people enabling, people development and a focus on making the “employment relationship” fulfilling for both the management and employees.

These definitions emphasize the difference between Personnel Management as defined in the second paragraph and human resource management as described in the third paragraph. To put it in one sentence, personnel management is essentially “workforce” centered whereas human resource management is “resource” centered. The key difference is HRM in recent times is about fulfilling management objectives of providing and deploying people and a greater emphasis on planning, monitoring and control.

Whatever the definition we use the answer to the question as to “what is HRM?” is that it is all about people in organizations. No wonder that some MNC’s (Multinationals) call the HR managers as People Managers, People Enablers and the practice as people management. In the 21st century organizations, the HR manager or the people manager is no longer seen as someone who takes care of the activities described in the traditional way. In fact, most organizations have different departments dealing with Staffing, Payroll, and Retention etc. Instead, the HR manager is responsible for managing employee expectations vis-à-vis the management objectives and reconciling both to ensure employee fulfillment and realization of management objectives.

## **RATIONALE OF THE STUDY**

Human Resource plays a vital role for the existence and survival of any organization. The success or the failure depends on the perception, attitudes, values of the employees, which they have about their organization. Furthermore, it also depends upon the Company mission & leadership, corporate culture, Innovation & Change, Climate, Performance Management, Role of clarity and working condition in the organization. Today organizations are existing in a stiff competition and the organizations are facing problems in the areas of technological advancement, shortage of resources power, energy etc.

In spite of all these things, the organizational has to plan strategies and implement programmes so as to retain the employees for a longer run. Employees are the great asset of any organization. So, the organizations have to take much care in the areas of welfare measures, and the safety provisions of the organizations. When these provisions are taken care the health of the employees are maintained i.e. both physical and psychological aspects are given importance. The welfare benefits make the employee to feel that his organization is giving much importance to the employees and in turn loyalty and commitment increases. When these are developed, the satisfaction towards the work is also very high. These are the factors which will have an immediate effect upon the employees. In order to achieve the production as per the desired standards organization has to motivate the employees through performance appraisal, Performance management, role clarity and positive climate. So, these activates are very essential for the smooth functioning of the organization. Various research findings in the fields of psychology, behavioral sciences had concluded that training, performance appraisal, welfare measures are the key components in the success of any organization. In order to take care of these measures Human resource Management department are established. Because HRM is a

proactive measure carried out in the organization. It helps to achieve productivity and profitability.

The automobile industry is quite unique in many aspects, so it cannot be compared with any other. Because the nature of the work, the working condition, the environment in which the employees exposed are entirely different. The employees are easily prone to accidents and health hazards. Due to the heavy of dust inhalation in the manufacturing process, the employees are victims of pulmonology disease. So the employees has to safe guarded by providing welfare, safety, training and performance appraisal measures to improve their efficiency and productivity. So an attempt is made in this study to what extent human resource management is contributing for the satisfaction of the employees in the automobile industry.

#### **SCOPE OF THE STUDY**

The study is descriptive in nature. The aim of the current research is to clarify the variables that impact on the success and recognizing the importance of showing how HR contributes towards the business strategy, HR effectiveness and development in the organization. The study examine the impact of HRM practices in Company mission & leadership, Corporate culture, Innovation & Change, Climate, Performance Management, Role of clarity and working condition towards the impact on the success of the organization.

#### **CHOICE OF THE ORGANIZATION**

Hyundai Motor India Ltd., (HMIL) was established in 1996, and is a wholly owned subsidiary of the giant South Korean multinational, the Hyundai Motor Company. it is the second largest and the fastest growing car manufacturer in India. HMIL presently markets 31 variants of passenger cars in six segments.

The Santro in the B segment, Getz in the B+ segment, the Accent in the C segment, the Elantra in the D segment, the Sonata Transform in the E segment and the Tuscon and Terracan in the Sport and Utility Vehicles segment. The company has sold over 500,000 cars in a record time of just over five years since commencement of commercial production in September 1998 and is all set to emerge as one of the largest exporters of passenger cars and components.

At a starting price of Rs. 2.99 lakh, Santro not only became a challenger to Zen, but also an alternative entry point for car buyers. Hyundai Motor Company has unveiled a completely new Sonata, in a bid to revive frozen local sales and compete with global rivals.

HMIL's fully integrated state-of-the-art manufacturing plant near Chennai boasts some of the most advanced production, quality and testing capabilities in the country. In order to deliver the highest value through their products, they have set up more than 70 dealer workshops equipped with latest technology machinery and international quality press, body and paint shops, across the country.

The company has expanded its capacity to 250,000 units per annum to cater to rising exports and increasing domestic demand and may increase the capacity to 400,000 per annum over the next couple of years. As a result, it is likely to retain its position as the second major player in the Indian passenger car industry.

Hyundai hopes to increase its presence in the Indian market by coming up with more new models to cater to the growing and differing needs of the market. HMIL is now planning to tap new export markets to drive its future growth as the withdrawal of cash for clunkers scheme has left the company to look for new options rather its over dependence on the European economies. The

company induced great demand for its vehicles. The EU has been providing a good platform for Hyundai Compact Cars. As of now, Hyundai has been exporting cars to 110 countries.

HMIL stands the second largest manufacturer in India focusing on the latest technologies and innovative marketing strategies. HMIL has carved out a niche for itself in the market today in most of its models leading in their respective segments. In the domestic market it clocked a growth of 18.1% as compared to 2013.

The largest exporter of passenger cars from India with around 66% market share. Hyundai exported 2.70 lakh cars in 2012-13. The export growth was 12.75% compared with 2012-13. The total export market share of 66% making it a significant contributor to the Indian automobile industry.

### **Vision, Mission, Goals**

Hyundai Motor Company has grown rapidly to become one of the largest automobile companies with global top five production capability and superior quality, reaching a tipping point the qualitative approach, bringing bigger ideas and relevant solutions to its customers. At this opportunity to move ahead, HMC have developed a new brand slogan that encapsulates the willingness to take the next big step up. Led by new slogan and the thinking behind, HMC will become a company that keep challenging ourselves to open up new possibilities for people and the planet.

HMC established a long-term vision of “Innovation Humanity” and selected five core strategies directions including a global orientation, respect for human values, customer satisfaction, technology innovation and cultural creation. HMC desires to create an automobile culture of

putting customer first via developing human-centered and environment-friendly technological innovation.

HMC vision is to secure world-best innovations and raise its profile as a premium automaker. Its quest also includes making this world a better place for all by popularizing next generation eco-friendly technologies and creating a new auto-culture through people-centered technologies that move customers' hearts.

HMC goal is to become a respected global company that contributed the creation of an automobile consumer culture that respects customers need and innovation in environmental technology that minimize the environmental impact of automobile.

HMC's success, watched closely worldwide, is a result of continuous and aggressive innovations that have been implemented on behalf of our customers. HMC considers its most important mission to bring the enjoyment of elegance and confidence to its customers, rather than just selling products. Hyundai strives to bring its customers luxury and style. Therefore, Hyundai will continue to stabilize its global management by establishing an effective cooperation system among production bases around the world. HMC's management goal is customer-oriented management and continuous execution of global management.

## **OBJECTIVES OF THE STUDY**

The major objective of the study is to analyze the impact of HRM practices in Company mission & leadership, Corporate culture, Innovation & Change, Climate, Performance Management, Role of clarity and working condition towards the impact on the success of the organization.

## **METHODOLOGY OF THE STUDY**

### **Research**



The advanced learner's dictionary of current English as "a careful investigation or inquiry especially through search for new facts in any branch of knowledge"

Redman and More define research as a "systematized efforts to gain new knowledge"

A Research Methodology defines the purpose of the research, how it proceeds, how to measure progress and what constitute success with respect to the objectives determined for carrying out the research study. The appropriate research design formulated is detailed below.

- Exploratory research: This kind of research has the primary objective of development of insights into the problem. It studies the main area where the problem lies and also tries to evaluate some appropriate courses of action.
- The research methodology for the present study will be adopted to reflect these realities and help reach the logical conclusion in an objective and scientific manner.

It is intended to carry out an exploratory study of the research to identify the various welfare measures in the organization.

### **Research design**

A plan of proposed study prepared by a researcher stating the research activities to be performed in this proposed study before he undertakes his research work is called "Research Design".

### **Data collection**

- **Primary data:**

First hand information will be collected from the employees through questionnaires and personal interviews.

A Questionnaire will be constructed and will be given to each worker for his or her responses. The response will be collected from them and used for analysis. In this way, the primary data will be collected.

➤ **Secondary data:**

The data from internet will be collected to get a better insight and the organisation's manual will be used to get an insight into the organisation's HR policy.

Secondary data will also be gathered from the works which have already been collected and analyzed by someone else. In addition data will be collected from various journals, historical documents, magazines and reports prepared by the other researchers.

## **RESEARCH INSTRUMENT**

The survey questionnaire will be used in this study to collect data relevant to each of the research questions. The survey will be designed to capture the context-specific nature of self-efficacy beliefs by embedding the context of each of the questions through the sentence stem for each of the items.

**Sampling plan:** Out of total employees working in Hyundai Motor India Limited in AHMEDABAD, this study will be carried out taking into the account only 100 employees.

**Data collection method:** A survey method will be used to collect the data Questionnaire.

**Field-work:** The field work of study will be done at Unit No 506/507/508, Shapath 5, Sarkhej Gandhinagar Highway, Ahmedabad - 380055, Opposite Karnavati Club

**Period of survey:** The period of survey will be nearly 3 month.

**Data analysis:** In this study, univariate and bivariate tables will have been prepared. The data will be analysed by using simple statistical tools such as 'averages' and 'percentages'. The analysed data will be used to prepare the report from which inferences will be drawn and

conclusions will be arrived.

### **LIMITATIONS OF THE STUDY**

- The study will be delimited to the 100 employees working in Hyundai Motor India Limited in AHMEDABAD only.
- The respondents may have the fear that the questionnaire may be shown to the management.
- The data obtained will be qualitative but not quantitative and it is subjected to human error.
- Due to time limit the study is restricted to 1/5th employees only.
- Few employees may refuse to answer the questionnaire.

### **EXPECTED CONTRIBUTION OF THE STUDY**

No doubt, the study will be carried out on a small scale but it will definitely help in contributing towards the assessment of HR management system of the Organisation. The Organisation can take advantage of the results of the study and use the same for amending the shortcomings if any found in the study. The study will lay a foundation stone in understanding the approaches of the managers of the Organisation towards the welfare of the employees. Thus, the study will contribute in overall human resource management of the Organisation.

### **DIRECTIONS FOR FUTURE RESEARCH**

- ❖ The study will be conducted with a view to bring out simple measuring tool for understanding the effectiveness of welfare measures facilities and satisfaction level of employees regarding the facilities.
- ❖ This study will be helpful to the human resource department for the organization growth.

- ❖ The project will throw light on the need for welfare measures among the employees in the organization.
- ❖ This can be referred as a base for future oriented projects.
- ❖ The study can be carried forward in the same direction using a higher sample size and in a different research setting.

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## **CHAPTERIZATION**

CHAPTER 1: INTRODUCTION

CHAPTER 2: REVIEW OF RELATED LITERATURE

CHAPTER 3: A PROFILE ON HYUNDAI MOTOR INDIA LIMITED.

CHAPTER 4: ANALYSIS OF THE SAMPLE SURVEY OF EMPLOYEES

CHAPTER 5: SUMMARY OF THE FINDINGS AND SUGGESTIONS

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