**RATHNAVEL SUBRAMANIAM COLLEGE OF ARTS AND SCIENCE, (AUTONOMOUS), SULUR, COIMBATORE – 641 402 POST GRADUATE AND RESEARCH SCHOOL OF COMMERCE**

**M. Com (CA)**

**SUBJECT: EDC - HRM DATE: 25th July 2022**

**TOPIC: INTRODUCTION TO HRM**

**FIRST WEEK: Quiz, Activities (Individual, Group) and Assignments QUIZ – Posted in Google Classroom**

**INDIVIDUAL ACTIVITIES**

1. Are people always an organizations most valuable assets? Why or Why not?

**GROUP ACTIVITIES**

1. “The challenging and the role of HR Department being what it is, it is strange that its status is not recognized and respected” - Comment.

**ASSIGNMENTS**

**KEY TERM EXERCISES – Write the meaning for the following terms**

* Human Resource
* Human Resource Management
* Manager
* System
* Small and Medium Enterprise

**CASE STUDY**

**Carter Cleaning Centers**

Jennifer Carter graduated from State University in June 2008 and, after considering several job offers, decided to do what she always planned to do—go into business with her father, Jack Carter.

Jack Carter opened his first Laundromat in 1998 and his second in 2001. The main attraction of these coin laundry businesses for him was that they were capital- rather than labor-intensive. Thus, once the investment in machinery was made, the stores could be run with just one unskilled attendant and none of the labor problems one normally expects from being in the retail service business.

The attractiveness of operating with virtually no skilled labor not- withstanding, Jack had decided by 2004 to expand the services in each of his stores to include the dry cleaning and pressing of clothes. He embarked, in other words, on a strategy of “related diversification” by adding new services that were related to and consistent with his existing coin laundry activities. He added these for several reasons. He wanted to better utilize the unused space in the rather large stores he currently had under lease. Furthermore, he was, as he put it, “tired of sending out the dry cleaning and pressing work that came in from our coin laundry clients to a dry cleaner 5 miles away, who then took most of what should have been our profits.” To reflect the new, expanded line of services, he renamed each of his two stores Carter Cleaning Centers and was sufficiently satisfied with their performance to open four more of the same type of stores over the next 5 years. Each store had its own on-site manager and, on average, about seven employees and annual revenues of about $500,000. It was this six-store chain that Jennifer joined after graduating.

Her understanding with her father was that she would serve as a trouble-shooter/consultant to the elder Carter with the aim of both learning the business and bringing to it modern management concepts and techniques for solving the business’s problems and facilitating its growth.

Questions

1. Make a list of five specific HR problems you think Carter Cleaning will have to grapple with.
2. What would you do first if you were Jennifer?