



# SNS College of Technology

Coimbatore - 35



23BAT612- Human Resources Management

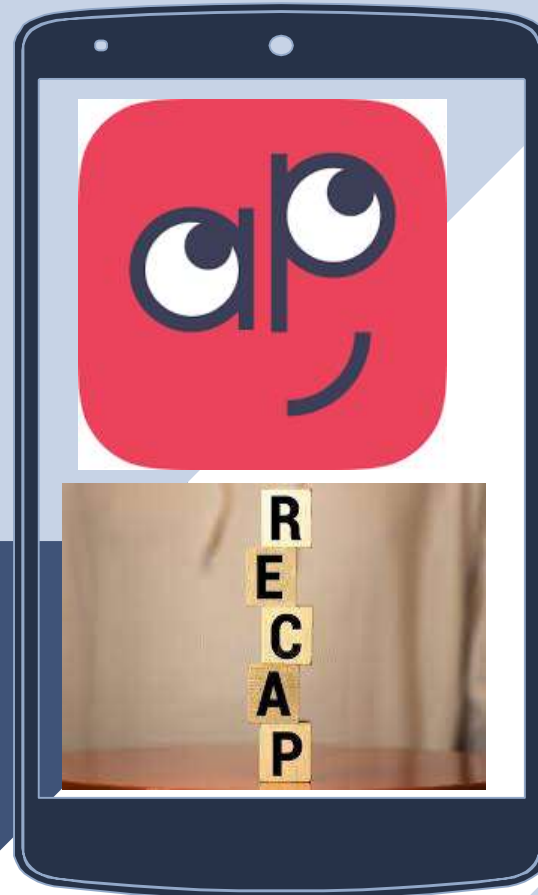
Unit III- Recruitment , Selection and Training

## Topic...Guess...???

Presented by  
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Assistant Professor

**1<sup>st</sup> Indian Institution to Implement** Design Thinking Curriculum  
Redesigning Common Mind and Business Towards Excellence





# RECAP



# Promotion

- Employee Promotion means the ascension of an employee to higher ranks.
- It involves an increase in salary, rank, responsibilities, status, and benefits.



# Objective of Promotion

- To make the best use of skills and ability,
- To reduce discontent and unrest,
- To attract suitable and competent workers,
- To suggest logical training for advancement,
- To recognize outstanding achievements,
- To improve morale, motivation, and job satisfaction of employees.



# Types of Promotion

Horizontal Promotion

Vertical Promotion

Dry Promotion

Open and closed Promotion



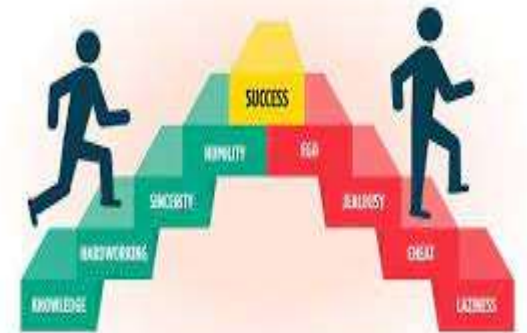
# Purpose of promotion

- To Develop a competitive spirit among employers to acquire skills.
- To Develop Competent Workforce in order to create an effective organizational.
- To promote self- development of employee and reduce labour turnover



# Demotion

- It is the downward movement of an employee in an organization hierarchy with lower status and pay.







# Types of demotion



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# Assessment



If an employee requests the organization to lower his work load so that he can manage his personal life, it is the case of voluntary Demotion

True or False





# Summary

- Promotion
- Objective
- Types
- Purpose
- Demotion
- Types of Demotion





# Reference

- <https://bbamantra.com/promotion-demotion-hrm/>
- <https://blog.vantagecircle.com/employee-promotion/>
- <https://www.iedunote.com/job-promotion>





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*Thank  
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