

SOS IN MANAGEMENT

BBA-IV-404

UNIT-4

Promotion – It refers to upward movement of an employee from his current job position to another that is higher is pay, responsibility and hierarchy within an organization. **Promotion** has an inbuilt motivational value i.e. it elevates the status and power of an employee within an organization.

PROMOTION POLICY

Some of the important elements of a promotion policy are:

1. Policy Statement
2. Assessing Performance
3. Promotion Routes
4. Employee Training
5. Maintaining Service Records and
6. Communication.

1. Policy Statement:

There should be a policy statement from the management regarding promotion policy. It should clearly state that promotions will be from within the organisation. Will there be any preference if competent persons are available within the organization? Policy statement will set at rest all types of speculations which may otherwise disturb the minds of employees.

2. Assessing Performance: 1. Policy Statement:

There should be a policy statement from the management regarding promotion policy. It should clearly state that promotions will be from within the organisation. Will there be any preference if competent persons are available within the organisation? Policy statement will set at rest all types of speculations which may otherwise disturb the minds of employees.

2. Assessing Performance:

The basis to be followed for promotions should be indicated. How to assess the performance of employees while considering them for promotion? Performance appraisal may be one criterion, confidential reports may be another. The employees should know in advance the criterion to be followed for assessing their performance.

3. Promotion Routes:

The promotion routes to be followed for different posts should be clearly mentioned. Every post has a different route. For example, an accounts clerk may be promoted as an accountant or accounts officer and so on. Similarly there are routes for other posts. All employees in the organisation should be given full information of the routes of promotions.

4. Employee Training:

Every promotion from within the organisation should have a provision for training and orientation. This will improve the skill and knowledge of employees and make them suitable for taking up higher assignments.

5. Maintaining Service Records:

A promotion policy can be successfully pursued only if records of employees' performance are properly maintained. It is very difficult to decide whether an employee is suitable for promotion or not if his service record is not properly maintained.

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The record of employee's current performance, his adaptability to new job situations, level of intelligence, aptitude to learn etc. should be known to the management from his records so that a fair judgement can be made at the time of considering him for promotion.

6. Communication:

The promotion policy should be communicated to the employees. It will avoid suspicion, confusion and wrong notions in the minds of employees. If they know the criterion to be followed for promotions, they can judge themselves against those yardsticks. The promotion policy for top positions can be precise whereas for lower positions it should be laid down in as much detail as possible and should also be clear to everybody.