

COURSE TITLE	TALENT ACQUISITION
COURSE CODE	04BB0619
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Apply the key insights of the recruitment process in organizational contexts.
- 2 Demonstrate the application of various selection methods used in contemporary organizations.
- 3 Formulate strategies for effective implementation of talent acquisition and retention practices.
- 4 Analyze the challenges and trends in recruitment and selection processes across industries to improve decision-making in talent acquisition.
- 5 Evaluate the effectiveness of different talent acquisition models and retention practices in achieving organizational goals.

Pre-requisite of course:None

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	0	30	20	25	25

Contents : Unit	Topics	Contact Hours
1	TALENT ACQUISITION Introduction and Significance of Talent Acquisition, Recruitment and its Process,, Countercyclical Hiring, Online Job Portals and Social media hiring , Internal and External Recruitment, Strategic Recruitment,, HRP process, Job analysis, Writing the JD and JS, , Creating databases of candidates and short listing Difference between Talent Acquisition and Recruitment	14
2	SELECTION Follow up Strategies, Selection Process,, types of interviews and tests,, Background Verification,, Offer Negotiation, Offer Letter Creation,, Rejecting Candidates, Placement and induction	10
3	ELEMENTS OF TALENT ACQUISITION Building a Talent Acquisition strategy,, Talent Acquisition process, Best practices, , Aligning talent acquisition process with business goals Talent acquisition analytics,, Talent acquisition team,, Talent acquisition Trends, Talent acquisition certification	14

Contents : Unit	Topics	Contact Hours
4	TALENT RETENTION SRM Model- The Formula to Win Your Employees & Retain them,, Employee Retention Programs, Talent Engagement Models and Employee productivity,, Concerns of Gen X, Gen Y and Gen next in Talent Management, Contemporary Talent Management Issues and Challenges	14
5	Practical Application with reference to strategic Perspective Functional Skills Measurement , Laying foundation of critical thinking Cases+ Exercise Skills, Developing students to strategically Exercise+ Case formulate talent management tools. , Developing analysis of multiple Case/Workshop perspectives of Talent Management , Developing an understanding of how Case to manage other people (i.e. their subordinates or peers) and themselves with regard to career-related issues	8
Total Hours		60

Textbook :

- 1 Dessler, G., & Varkkey, B. (n.d.). Fundamentals of human resource management (14th ed.). Pearson., Dessler, G., & Varkkey, B. (n.d.). , Pearson, 2018

References:

- 1 The talent management handbook, The talent management handbook, Berger, L. A., & Berger, D. R. (n.d.). , McGraw-Hill., 2012
- 2 Talent management in India: Challenges and opportunities. , Talent management in India: Challenges and opportunities. , Hasan, M., Singh, A. K., & Dhamija. (n.d.)., Atlantic Publication., 2018

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
0.00	0.00	35.00	35.00	30.00	0.00

Instructional Method:

- 1 Theory