

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme

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Course Code	MFT5GEXX31
Course Title	Talent Engagement and Management

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Explain the meaning of talent engagement and management
2. List the features of specific talent engagement and management programmes
3. Make use of talent engagement and management strategies in an organisation context

Syllabus

Teaching Hours

<p>Unit I: Talent Engagement</p> <ul style="list-style-type: none"> • Concept, Characteristics of Engaged Employees, • Engagement challenges, • The Cost of Low Employee Engagement, • Engagement Levels, Measuring Employee Engagement, • Talent engagement framework, drivers of engagements, • Talent engagement strategies, • Talent Dialogue approach to employee engagement. • Building a Culture of engagement 	08
<p>Unit II: Talent Management</p> <ul style="list-style-type: none"> • Introduction –talent management and the concept of human capital, • Talent management model/s • Talent management implications • Various standard practices and talent management methodologies. • Talent Management Challenges • Employee value proposition, • Talent Management in India- strategies adopted in various Indian organisations 	07

Suggested Readings:

1. CIPD, Creating an Engaged Workforce: Findings from the Kingston Employee Engagement Consortium Project. London: CIPD.
2. CIPD, Talent management: Understanding the dimensions, London: CIPD.
3. Cleland, A., Mitchinson, W. and Townsend, A. Engagement, Assertiveness and Business Performance - A New Perspective. Charlbury: I. C. Ltd.
4. Colvin, G., Talent is overrated. London: Nicholas Brealey.
5. Rutledge, T., Getting engaged. Toronto, Mattanie Press.
6. Schweyer, A., Talent management systems, Wiley.