

HRM 417 – Talent Attraction and Management

1. Talent attraction and management involves individual and organizational development in response to a changing and complex operating environment. It is not just limited to attracting the best people from the industry but it is a continuous process that involves sourcing, hiring, developing, retaining and promoting them while meeting the organization's requirements simultaneously. This course will equip the students with the necessary skills and knowledge required for talent recognition, management, retention and development; a sure way to ensure continuity and success.

2. Course Objectives

- a. Identify types of talent.
- b. Identify key phases for implementing a talent management program.
- c. State the importance and benefits of talent management.
- d. Compare talent management with replacement planning and traditional processes.
- e. Learn measures to retain talent.

Learning Outcomes

3. Upon completion of course students should be able to:

- a. Make inferences, draw conclusions and evaluate how people are managed based on understanding of talent and motivational theories
- b. Interpret the manager's role in building a leadership pipeline, developing succession plans, and utilizing the Human Resource
- c. Display grasp over what Talent Assessment Methodologies are utilized in the area of Behavioral assessment, evaluation, and ranking processes in the typical TM system and how are they deployed

4. Content

- a. Define talent
- b. Key phases for implementing a talent management program.
- c. The importance of talent management.
- d. Benefits of talent management.
- e. Challenges in managing talent.
- f. Key elements in developing a winning talent strategy.
- g. Retaining Top Talent

5. Text book and Reference books

- a. Pilbeam, Stephen Corbridge, Marjorie , People resourcing and talent planning: HRM in practice, 4th Edition, *Financial Times Prentice Hall, 2010*
- b. Taylor, Stephen, Taylor, Stephen, Resourcing and talent management, 6th Edition, *Chartered Institute of Personnel and Development, 2014*