

INDIAN INSTITUTE OF TECHNOLOGY, KANPUR

Synopsis : “Strategic HRM for Organizational Excellence”

Course No 5	Item	Details
(a)	<i>Title of the Course</i>	Strategic HRM for Organizational Excellence
(b)	<i>Course Coordinator</i>	Prof. Amit Shukla Department of Industrial and Management Engineering Indian Institute of Technology Kanpur
(c)	<i>Duration (1-3 weeks)</i>	1 Week
(d)	<i>Eligibility Criteria (basic expected background)</i>	Mid to senior level executives, public policy personnel, faculty members in the relevant disciplines
(e)	<i>Tentative dates for the proposed event</i>	09 January to 15 January 2023
(f)	<i>Objectives</i>	<p>Holding a positive image among stakeholders (internal and external) is both challenging and crucial for organisational sustainability in today’s world characterised by fast-paced change, unpredictability, emergent employment contract, hyper-competitiveness, and greater transparency.</p> <p>In this context, this course is aimed at sensitising participants about the importance of, and pathways to cultivate, a positive brand image by integrating and streamlining various business processes and practices, with strategic HRM (SHRM) and brand-building interventions. This entire learning process will be grounded in systems thinking philosophy. About half of the course will deal with the ways to develop an effective and agile workforce to meet organisational and individual goals by affording necessary centrality to talent management in strategic visioning. Rest of the course will be about how the resulting synergies can be channelised toward organisational brand-building through consistent and coordinated efforts (like Integrated Marketing Communication).</p> <p>The course is likely to achieve its intended objectives with the help of meticulously designed curriculum (with a lot of emphasis on workable insights) along with a suitable andragogy involving discussion (on real-life case studies, academic and practitioner’s literature), role-play, hands-on exercise and presentation.</p>
(g)	<i>Tentative list of topics to be covered</i>	<ul style="list-style-type: none"> • Course overview • Corporate business strategies and its major drivers • SHRM mandate: Alignment with corporate strategy (Ulrich's model) • Strategic talent management: <i>Case study & Exercise</i> • SHRM as brand-building tool: <i>Case study</i> • Leveraging IMC for internal communication: <i>Role play</i> • Pathways to brand-building using IMC: <i>Case study</i> • Integration of SHRM with IMC: <i>Exercise</i> • SHRM and role of organizational culture: <i>Case study</i> • Final presentation and conclusion