MB548 - Managing the Workplace Behaviour:

Units

> ➢ Introduction to Talent management
> ➢ Talent Acquisition
> ➢ Recruitment and Selection Process
> ➢ Employee Retention
> ➢ Knowledge Management

Suggested Readings:

1. Gowri Joshi &VeenaVohra, Talent Management, Cengage Learning
2. Mamta Mohapatra & Swati Dhir, Talent Management, SAGE Publishing India
3. Dessler Gary, VarkkeyBiju, Fundamentals of Human Resource Management, Pearson Publication,
4. Lance A Berger, Dorothy R Berger,Talent Management Hand Book, McGraw Hill
5. Hasan, M., Singh, A. K., Dhamija, S., Talent management in India: Challenges and opportunities, Atlantic Publication
6. Rob Silzer (Editor), Ben E. Dowell (Editor), Strategy-Driven Talent Management: A Leadership Imperative, Wiley
7. K.Aswathappa – Human Resources and Personnel Management, Tata McGraw Hill

UNIT I: INTRODUCTION TO TALENT MANAGEMENT

Foundations of Workplace Behavior Management

- Evolution of workplace behavior theories

- Digital transformation's impact on employee behavior

- Introduction to data-driven HR decision making

- Current workplace statistics and trends

Data Science in Talent Management

- People analytics fundamentals

- Key performance indicators (KPIs) for workplace behavior

- Introduction to HR data visualization tools

- Predictive modeling in talent management

Technology-Enabled Talent Management Systems

- HRIS and talent management platforms

- AI-powered talent intelligence systems

- Integration of behavioral data with business outcomes

- Case study: Netflix's data-driven talent approach

Behavioral Economics in the Workplace

- Cognitive biases affecting workplace decisions

- Nudge theory applications in HR

- Data-backed behavioral interventions

- Measuring behavioral change through analytics

Strategic Alignment of Talent Management

- Connecting talent strategy to business strategy

- ROI measurement in talent management

- Dashboard creation for talent metrics

- Workshop: Building a talent analytics framework

UNIT II: TALENT ACQUISITION

Digital Talent Acquisition Revolution

- AI in recruitment and selection
- Social media analytics for talent sourcing
- Employer branding in the digital age
- Impact of remote work on talent pools

Predictive Analytics in Recruitment

- Predictive hiring models
- Resume screening algorithms
- Bias detection in AI recruitment tools
- Candidate experience analytics

Virtual and Remote Recruitment Strategies

- Video interviewing technologies and best practices
- Assessing cultural fit in remote environments
- Digital assessment tools and gamification
- Building virtual employer brand presence

Diversity, Equity, and Inclusion (DEI) Analytics

- Measuring DEI in recruitment
- Algorithmic bias in hiring decisions
- Data-driven DEI strategies
- Compliance monitoring through analytics

Generative AI in Talent Acquisition

- ChatGPT and LLMs for job descriptions
- AI-powered candidate matching
- Conversational AI in recruitment
- Ethical considerations and human oversight

Recruitment Process Optimization

- Funnel analysis in recruitment
- A/B testing recruitment strategies
- Time-to-hire and cost-per-hire optimization

UNIT III: RECRUITMENT AND SELECTION PROCESS

Psychometric Testing in Digital Age

- Online assessment platforms
- Personality profiling through digital behavior
- Cognitive assessment tools
- Validity and reliability in digital assessments

Advanced Selection Methodologies

- Competency-based interviewing with data support
- Situational judgment tests for remote work
- Assessment centers in virtual environments
- Machine learning in candidate evaluation

Background Verification and Digital Footprints

- Social media screening and analytics
- Digital identity verification
- Online reputation analysis
- Privacy considerations in digital screening

Selection Decision Analytics

- Multi-criteria decision analysis
- Weighted scoring models
- Predictive validity of selection methods
- Reducing selection bias through data

Onboarding Analytics and Experience Design

- Digital onboarding platforms
- Measuring onboarding effectiveness
- Personalized onboarding journeys
- Early retention predictors

UNIT IV: EMPLOYEE RETENTION

Predictive Analytics for Employee Turnover

- Attrition prediction models

- Early warning systems for flight risk

- Stay interview analytics

- Retention dashboard design

Remote and Hybrid Work Impact on Retention

- Work arrangement preferences analysis

- Productivity measurement in hybrid models

- Digital engagement strategies

- Managing hybrid team dynamics

Employee Experience Analytics

- Journey mapping with data insights

- Sentiment analysis from employee communications

- Real-time feedback systems

- Experience personalization

AI-Powered Employee Engagement

- Chatbots for HR support

- Personalized career development paths

- AI-driven recognition systems

- Predictive engagement modeling

Retention Strategy Optimization

- Cost-benefit analysis of retention programs

- Segmented retention strategies

- Performance management analytics

UNIT V: KNOWLEDGE MANAGEMENT

Digital Knowledge Management Systems

- Knowledge sharing platforms

- AI-powered knowledge discovery

- Social learning analytics

- Collaborative workspace analysis

Organizational Learning in the AI Era

- Adaptive learning systems

- Skill gap analysis with AI

- Microlearning and personalization

- Learning path optimization

Knowledge Retention and Transfer

- Expert knowledge capture systems

- Mentorship program analytics

- Knowledge loss prediction

- Digital knowledge preservation

Future of Workplace Behavior Management

- Emerging technologies (AR/VR, IoT in workplace)

- Ethical AI in HR decision-making

- Preparing for future workforce changes