



DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY
SCHOOL OF COMMERCE & MANAGEMENT
B.B.A. (Bachelor of Business Administration)
SEMESTER –5 (Credit -4)
DSE-2 (HR)
Talent Management

S.N	Unit	Writers Name and Contact No.
1	Introduction to Talent Management <ul style="list-style-type: none"> • Introduction • Meaning and definition of talent management • Importance of talent management in organizations • Objectives and scope of Talent Management • Role of HR in talent management • Link between talent management and organizational performance • Talent as a strategic asset • Exercise 	
2	Evolution and Framework of Talent Management <ul style="list-style-type: none"> • Introduction • History and evolution of talent management • Traditional HRM vs modern talent management • Talent management framework • Strategic importance of Talent Management for business success • Integration with overall HR strategy • Exercise 	
3	Talent Planning <ul style="list-style-type: none"> • Introduction • Workforce planning and forecasting • Identifying current and future talent needs • Talent gap analysis and risk assessment • Aligning talent planning with business goals • Strategic workforce planning tools • Exercise 	

<p>4</p>	<p>Talent Acquisition</p> <ul style="list-style-type: none"> • Introduction • Meaning and process of talent acquisition • Recruitment vs talent acquisition • Internal hiring, promotions, and transfers • External recruitment channels (job portals, campuses, agencies) • Talent Acquisition strategies • Recruitment metrics (time-to-hire, cost-per-hire) • Exercise 	
<p>5</p>	<p>Competency Mapping</p> <ul style="list-style-type: none"> • Introduction • Meaning and importance of competencies • Types: core, functional, leadership, behavioral competencies • Competency mapping process • Competency assessment tools • Aligning competencies with organizational objectives • Exercise 	
<p>6</p>	<p>Talent Development</p> <ul style="list-style-type: none"> • Introduction • Training and development programs • Career planning and career pathing • Leadership development programs • Mentoring and coaching initiatives • Learning culture in organizations • Evaluating effectiveness of training programs • Exercise 	
<p>7</p>	<p>Performance Management</p> <ul style="list-style-type: none"> • Introduction • Performance management system (overview) • Goal setting and KPIs • Performance appraisal methods (360-degree, MBO, rating scales) • Feedback, coaching, and counseling • Linking performance to rewards and career growth • Continuous performance monitoring • Exercise 	

8	High-Potential Talent Management <ul style="list-style-type: none"> • Introduction • Identifying high-potential employees (HiPos) • Talent segmentation and talent pools • Managing and retaining top performers • Individual development plans for HiPos • Challenges in managing high-potential talent • Exercise 	
9	Employee Engagement <ul style="list-style-type: none"> • Introduction • Meaning and importance of employee engagement • Drivers of engagement: recognition, communication, leadership • Employee engagement strategies • Measuring engagement (surveys, KPIs) • Role of leadership in fostering engagement • Linking engagement to productivity and retention • Exercise 	
10	Talent Retention <ul style="list-style-type: none"> • Introduction • Importance of retaining top talent • Retention strategies and best practices • Rewards, recognition, and incentives • Work–life balance initiatives • Career growth and internal mobility • Identifying and reducing turnover risks • Exercise 	
11	Succession Planning <ul style="list-style-type: none"> • Introduction • Meaning and objectives of succession planning • Identifying future leaders • Succession planning process • Leadership pipeline development • Talent continuity and knowledge transfer • Challenges in succession planning • Exercise 	
12	Technology in Talent Management <ul style="list-style-type: none"> • Introduction • Talent management systems (TMS) • HR analytics and predictive modeling • Use of AI and machine learning in talent acquisition • Digital learning platforms and e-learning • Gamification and engagement tools • Cloud-based HR tools for scalability • Exercise 	

<p>13</p>	<p>Legal and Ethical Issues in Talent Management</p> <ul style="list-style-type: none"> • Introduction • Equal employment opportunity (EEO) • Diversity and inclusion policies • Workplace ethics and fairness • Data privacy and security of employee information • Compliance with labor laws • Ethical challenges in talent management • Exercise 	
<p>14</p>	<p>Emerging Trends in Talent Management</p> <ul style="list-style-type: none"> • Introduction • Diversity and inclusion in talent strategy • Managing Millennial and Gen Z workforce • Remote, hybrid, and gig workforce management • Talent mobility and workforce globalization • Future workforce skills and reskilling • AI and automation in talent management • Challenges and opportunities for the modern workforce • Exercise 	