

Programme	BBA	Course Code	BBA-441	Credit Hours	3
Course Title	Strategic Human Resource Management				
Course Introduction					
This course examines the role of HRM in business viability and relative performance. Human resource strategy is an essential part of any credible understanding of business strategy and not some kind of dubious appendage to it. When effectively handled, HRM helps the firm to operate cost-effectively in the industries in which it competes and legitimately in the societies in which it is embedded. The course considers the potential of HRM to enhance organizational flexibility and help create competitive advantage. It examines HRM in dynamic and complex contexts and discusses practical ways of improving strategic HR planning in firms.					
Learning Outcomes					
By the end of this course, it is expected that the student will be able to: 1. Demonstrate an advanced understanding of the key concepts, theories and leading studies associated with strategic HRM; 2. Critically discuss both contextual factors and general principles relevant to strategic HRM; 3. Help firms analyze the strengths, weaknesses, opportunities and threats associated with their particular HR strategies and plan more effectively in HRM; 4. 4. Demonstrate the presentation skills and quality of interaction associated with successful entry into the HR profession.					
Course Content				Assignments/Readings	
Week 1	Introduction To the Subject and its application, Discussion of Course Plan				
Week 2	The Nature of Strategic Human Resource Management: Defining strategic management, stages of strategic management, integrating intuition and analysis, pitfalls in strategic planning, guidelines for effective strategic management			Text book/ research articles/ handouts	
Week 3	Social Responsibility and Strategic Human Resource Management Diversity, Sexual orientation, employing workers with disability, managing diversity			Text book/ research articles/ handouts	
Week 4	Strategic HRM Models			Text book/ research articles/ handouts	
Week 5	The Business Mission: Vision versus mission, characteristics of mission statements, components of a mission statement, process of developing mission statements, writing and evaluating a mission statement			Text book/ research articles/ handouts	

Week 6	The Internal Assessment: Integrating strategy and culture, management, marketing, opportunity analysis, finance and accounting, production and operations, research and development, management and information systems	Text book/ research articles/ handouts
Week 7	Evolving strategic role of HRM (Case studies)	Text book/ research articles/ handouts
Week 8	Management Issues: Nature of strategy implementation, annual objectives, policies, resources allocation,	Text book/ research articles/ handouts
Week 9	Strategic HR Planning, Benefits and drawbacks of various planning techniques	Text book/ research articles/ handouts
Week 10	Designing a work system including: Job roles, job rotations, what workers need, How jobs can be interlinked with other jobs at the workplace	Text book/ research articles/ handouts
Week 11	Understanding Recruiting candidates Case study: Seema Bhatt, (2012), "Dilemma in hiring", Emerald Emerging Markets Case Studies, Vol. 2 Iss 8 pp. 1 – 3 http://dx.doi.org/10.1108/20450621211298106	Text book/ research articles/ handouts
Week 12	Training and development of employees aligning with organizational goals	Text book/ research articles/ handouts
Week 13	Performance Management, techniques and their benefits according to latest research articles	Text book/ research articles/ handouts
Week 14	Compensating Employees Equity, team-based incentives and individual based incentives Case study:	Text book/ research articles/ handouts

	Neetu Purohit, (2018) "Reward encourages beast.....oops, best!", Emerald Emerging Markets Case Studies, Vol. 8 Issue: 4, pp.1-17, https://doi.org/10.1108/EEMCS-07-2017-0188	
Week 15	Employee Retention Management policies as per the latest articles of Q1, Q2 category journals	Text book/ research articles/ handouts
Week 16	Group Presentations on project related to developing HR model strategically in any organization of their choice.	Text book/ research articles/ handouts
Textbooks and Reading Material		
- Textbooks. Mello, Jeffrey A. <i>Strategic human resource management</i>. Cengage Learning, 2014. Strategic Management and Business Policy, 9/e by Thomas L. Wheelen & J. David Hunger (Prentice Hall, 2003) - Suggested Readings Latest and relevant Case studies / Research articles from Emerald, Springer, Wiley, Sage		
Teaching Learning Strategies		
- Case study - Project - Interactive lectures with discussion		
Assignments: Types and Number with Calendar		
- Presentations - Quiz		