SW 4810: STRATEGIC MANAGEMENT

MC

Objectives:

- To acquire familiarity with the concepts, frameworks and techniques of strategic management
- To increase the knowledge on various approaches and methods of Strategic Management.
- To Provide an understanding nature, importance, process and various strategies of Strategic Human Resource Management.

UNIT – I


UNIT – II


UNIT – III


UNIT IV

UNIT V

Recruitment and Retention Strategies: Online Recruitment; Employee Referrals; Recruitment Process Outsourcing. Head Hunting; Executive Education; Flexi Timing; Telecommuting, Work-Life Balance; Employee Empowerment - Employee Involvement; Autonomous Work Teams. Training and Development Strategies: Creating a Learning Organization; Competency Mapping; Multi-Skilling Succession Planning; Cross Cultural Training. Performance Management Strategies: Defining Key Result Areas (KRA); Result Based Performance - Linking Performance to Pay; Merit Based Promotions. Reward and Compensation Strategies: Performance Based Pay; Skill Based Pay; Team Based Pay - Broad Banding; Profit Sharing; Executive Compensation; Variable Pay. Retrenchment Strategies: Downsizing; Voluntary Retirement Schemes (VRS) - HR Outsourcing; Early Retirement Plans; Project Based Employment.

REFERENCES: