

# HR and Strategic Management

## Overview

Human resource or more appropriately human capital can be defined as a fountainhead of vast economic benefits that flow human creativity, commitment, innovation, passion, imagination as well as discovery. It involves supporting the internal dynamics of flow of ideas, talent, motivation, knowledge, skills, competencies, visions, goals and resources. It manifests leveraging a company's competitiveness and resources in novel ways towards new concepts of and approaches to business, and translating those into credible and profitable ventures. Thus, HR is being considered as valuable assets or human capital investment in the balance sheet of the company. HR department of any 21<sup>st</sup> century organization includes a broad range of activities ranging from developing personnel, career building, training, and performance appraisal as well as creating a conducive environment for overall development of its employees. Organizations have realized that their global HR function can help them utilize their existing human talent from across multiple geographic and cultural boundaries. Business school studies have shown that "Fortune 500" companies/ organizations are built around 1) motivated customers, who keep coming back, 2) inspired employees who give their best each day, 3) owners who enjoy profits made in an ethically fair manner, and significant others who thrive on the mutual trust and respect they feel for the company (Ken Blanchard in "The Heart of a Leader"). Moreover, people relations within organizations have been maturing in varying degrees over time from management-worker, boss-subordinate, employer-employee and so on to a collaborative venture. Employees in the globalized companies are investing a lot in terms of their knowledge, skill, intellect, time, commitment as their organizations invest in them. The real challenge for HR professionals lie in building the framework and environment for continuous skill and competency development, which can be possible through strategic planning, management and coordination of all resources and activities. When the senior leaders of the company are able to strategically plan, manage and execute the policies to harness effectively the talent, motivation and energy of their employees, they will definitely have an ideal competitive business edge and sustainable growth in future.

<b>Modules</b>	<b>Module 1 : Nov. 26 – Nov. 30 , 2016</b> <ul style="list-style-type: none"> <li>▪ Lecture 1: Fundamentals of HR and Management</li> <li>▪ Lecture 2: Essentials of Strategic Management: Thinking and Action</li> <li>▪ Lecture 3: High Impact Business Writing</li> <li>▪ Lecture 4: The Art of Negotiation</li> <li>▪ Lecture 5: HR and Corporate Finance: Strategic Linkage</li> <li>▪ Lecture 6: Business Ethics and Ethical Leadership</li> </ul> <b>Number of participants for the course will be limited to Fifty</b>
<b>Who Should Attend .....</b>	<ul style="list-style-type: none"> <li>▪ This course is designed for Graduate / Masters / Ph.D. students of all science, engineering, social science, and management, who are likely to join industries/academics/research organisations. Faculty members, Administrators and Research Associates from reputed academic/technical institutions, corporate/profit /non-profit organizations are also welcome.</li> </ul>
<b>Fees</b>	<b>Participants from abroad:</b> US \$500 <b>Industry/ Research Organizations:</b> Rs. 25000/- <b>Academic Institutions:</b> <b>Teachers:</b> Rs. 12000/- <b>Students:</b> Rs. 5000/- The above fees include all instructional materials, computer use for tutorials, 24 hr. free internet facility. The participants will be provided with single/double bedded accommodation on payment basis.

## The Faculty



**Mr. Lalit Mohanty** is currently working as a VP Sales for an emerging US based start-up named Cloud Raxak, a leader for their security and compliance solution on cloud (public/private/hybrid), focusing primarily in BFSI, Healthcare and Retail market, positioning security compliance solution as a service. He is responsible for setting up the GTM Model, Sales (direct/Indirect) strategy, sales process, hiring the team, finalizing the regional operating model, and customer reference.



**Dr. Atasi Mohanty** is currently serving as a faculty in the Center for Educational Technology, Indian Institute of Technology, Kharagpur. Her areas of interest are Educational Psychology, Human Resource Development, Pedagogy, Teacher Education and Mental Health.



**Dr. Aradhna Malik** earned her PhD in Human Communication Studies from the University of Denver, USA, in 2007. She has been serving as faculty in Vinod Gupta School of Management, IIT Kharagpur since July, 2008. She has about 17 years of experience in a diversity of roles & organizations in India and abroad. Her work includes research on developmental communication, management of social welfare organizations, competence in intercultural communication, international human resources management, and the social impact of technology.

## Course Co-ordinator

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