



Online PGDM

Second Year, Trimester IV, Sep 2024

Course Name: Talent Acquisition

Max Marks : 70

Course Code: 4114

End Term Project

Project is based on the company you selected for Assignment 1 (For creating Job Description)

1. **Employment Branding** : (15 Marks= 3*5)

- Read Slide Employment Branding in 5 steps
- Now fill your strategy (for 3 positions chosen by you) of employment Branding . Each step will carry 3 marks.
- Against strategy write rationale of that choice

2. **Sourcing Strategy** :_(30 Marks = 3*10)

- You have 3 positions with you . Vacancies are:
 - i. Entry level 40 (Depending upon your company and research distribute it all India levelYou need to mention it)
 - ii. Mid Level : 4
 - iii. Top Level : 2

For each level based on locations and JD select Sourcing Channels and prepare Ad/ write up for that. Give reasons as why these sources were selected.

3.**Selection Procedure** : (15 marks = 3*5)

For each position select selection steps

You need to give details about tests (if using), type of interview, questions to be asked....and other details

4. On-boarding (10 Marks) Make on-boarding plan for each position (Take on- boarding cycle)

All the Best