Gyanmanjari Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-6 (BBA)

Subject: AI in Human Resource – BBAHR16324

Type of course: Major (Core)

Prerequisite:
Students should have basic knowledge of human resource management and business ethics.

Rationale:
This course explores the integration of AI in HR functions and emphasizes ethical, legal, and data privacy aspects to promote responsible and future-ready HR practices.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
					CCE		
CI	T	P	C	SEE	MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)
SEE 100 Marks will be converted in to 50 Marks
CCE 100 Marks will be converted in to 50 Marks
It is compulsory to pass in each individual component.

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Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	**Introduction to AI in HR** • Fundamentals of Artificial Intelligence • Concept and significance of AI in business and HRM • Digital transformation in Human Resource Management • Applications of AI in various HR functions • Benefits, challenges, and limitations of AI in HR	15	25
2	**AI in Recruitment and Onboarding** • Resume screening and shortlisting • Chatbots for candidate interaction • Predictive hiring analytics • Bias reduction in recruitment • AI-enabled onboarding systems	15	25
3	**AI in Learning, Development and Engagement** • AI-based training platforms • Virtual coaching and mentoring • Skill-gap identification • Sentiment analysis and morale tracking • Predictive analytics for retention and growth	15	25
4	**AI in Performance Management and Future Trends** • Real-time Performance Tracking & Appraisal Automation • Predictive Analytics in Promotions & Succession Planning • Ethical Issues: Data Privacy & Algorithmic Bias • Legal & Compliance Aspects of AI in HR • Future Trends: Digital HR & Human-AI Collaboration	15	25

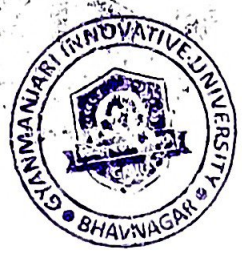
Continuous Assessment:

Sr.No	Active Learning Activities	Marks
1	**Timeline Chart** Students will create a digital timeline showing how HR has evolved from traditional methods to AI-based practices and upload it as a PDF on the GMIU Web Portal.	10
2	**Recruitment Ad** Students will design an advertisement (video or post) for a hypothetical job role in a company, showing how AI is used in recruitment, and submit it on the GMIU Web Portal.	10
3	**Mock Chatbot Script** Students will prepare a sample conversation between a recruitment chatbot and a candidate, showing how the chatbot collects information and answers queries, and submit it as a PDF on the GMIU Web Portal.	10
4	**Pulse Survey** Students will visit a company and conduct a 5–10 question pulse survey with employees to measure engagement or satisfaction. They will submit a brief PDF report of the survey results on the GMIU Web Portal.	10
5	**Infographic on Future of HR with AI** Students will design a one-page infographic / Poster showing future trends and applications of AI in HR and submit that poster on the GMIU Web Portal.	10
6	**Scenario Analysis** Faculty will provide an HR scenario to students and they will submit the solution in PDF Format on the GMIU Web Portal.	10
7	**Attendance**	10
Total		70

Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	40%	40%	10%	10%	0%	10%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the role of AI in Human Resource Management.
CO2	Apply AI tools in recruitment, onboarding, and training.
CO3	Analyze AI use in performance and employee engagement.
CO4	Identify ethical and future aspects of AI in HR.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

[1] Artificial Intelligence for HR: Use AI to Support and Develop a Successful Workforce – Ben Eubanks

[2] Data-Driven HR: How to Use AI, Analytics and Data to Drive Performance – Bernard Marr

[3] Handbook of Research on Artificial Intelligence in Human Resource Management – Stefan Strohmeier

[4] Artificial Intelligence in Human Resource Management: Revolutionize Your HR Management with AI – Nisha Sharma, Vishal Dattana & Prakash Kumar Udupi

[5] The Algorithm: How AI Can Hijack Your Career and Steal Your Future – Hilke Schellmann