

COURSE NAME

Employee Engagement

COURSE STATEMENT

Employee engagement done well provides organizations with important advantages in an age where an organization's talent makes all the difference.

COURSE DESCRIPTION

Employee engagement can be broadly defined as employees consistently acting in the best interests of the organization. Linked to critical outcomes including absenteeism, turnover, customer satisfaction, operational performance, and financial performance, employee engagement is a vital driver of an organization's bottom-line performance.

This course focuses why employee engagement is important and valuable, but also on how to foster and measure employee engagement and link it to key organizational metrics and outcomes. In this course, we will examine what is meant by employee engagement, why organizations are interested in it, how employers can build an engaged workforce and how it can be measured. This course will conclude with examining strategic trends toward how leading organizations are strategizing fuller, more comprehensive employee engagement.

COURSE OBJECTIVES

Upon successful mastery of this course, you will be able to:

- Define what is meant by employee engagement
- Define the relationship between employee engagement and motivation
- Understand conditions that foster engagement
- Understand how leadership fosters engagement
- Understand the role of measuring employee engagement
- Examine the expanding scope of employee engagement

DEMONSTRATING MASTERY: A TWO-STEP PROCESS

Step One: Learning and Understanding

This course is broken down into **Learning Objectives** and related **Topics**. For each objective, you will participate in Learning Activities designed to enhance and reinforce understanding.

Learning Activities include readings, video and audio clips, slide presentations, Learning Journal prompts, practice exercises, demonstrations, as well as links to web and library resources.

Course Structure

The table below details the Learning Objectives along with their corresponding Topics and Milestone Activities, which are supported by Learning Activities and quizzes.

Objectives	Topics
Define what is meant by employee engagement	<ul style="list-style-type: none">● How much of today's workforce is engaged and why it matters● The multiple factors of employee engagement
Define the relationship between employee engagement and motivation	<ul style="list-style-type: none">● Advantages from Employee Engagement● Millennials Motivation for Employee Engagement
Understand conditions that foster engagement	<ul style="list-style-type: none">● Organizational Dynamics of Employee Engagement● Communication and Engagement
Understand how leadership fosters engagement	<ul style="list-style-type: none">● How does leadership influence engagement● From HR to Corporate Social Responsibility
Understand the role of measuring employee engagement	<ul style="list-style-type: none">● Measuring employee engagement● Surveying employee engagement
Examine the expanding scope of employee engagement	<ul style="list-style-type: none">● Describe successful employee engagement strategies● What strategies, tactics and tools are being used to foster higher levels of employee engagement● After assessment, strategizing employee engagement

Step Two: Final Assessment

Once you have successfully progressed through the Learning Activities, you are ready to demonstrate that you have mastered the course. In order to demonstrate mastery, you must be evaluated as proficient or exemplary on each rubric category for the corresponding performance-based assessment (paper, presentation, project, etc.). Please note that submissions may be checked for plagiarism.

STUDENT RESOURCES

Brandman Online Library Resources

Brandman University provides comprehensive online library services including access to books, journals, databases, and other resources. Librarians are available via email and phone to provide support. Students can access the library directly when logged into their courses.

Writing and Math Help

Brandman's Online Writing and Math Community (OWMC) offers subject-specific tutoring services, live workshops, video tutorials, tutorial office hours, and links to top academic sites in order to ensure student success. Students can access the OWMC directly when logged into their courses.

Netiquette

Communicating in an efficient and respectful manner is critical to the learning process. Please view the following clip which provides netiquette guidelines:

http://www.youtube.com/watch?feature=player_embedded&v=6dRoClqDJh0

Standards of Academic Integrity

Academic integrity is a core Brandman University value which insures respect for the academic reputation of the University, its students, faculty and staff, and the degrees it confers. Students are required to read, understand, and apply the standards set forth concerning academic integrity found in the policy link below.

<http://www.brandman.edu/current-students/resources/catalogs>

Americans with Disabilities Act Statement

Brandman University is committed to ensuring equal educational access and opportunity for all members of our academic community. Students will be provided timely, efficient, and equitable accommodations and services that are in compliance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 (ADA)/Americans with Disabilities Act Amendments Act of 2008 (ADAA). More details are available in the current Brandman University Academic Catalog.

<http://www.brandman.edu/current-students/resources/catalogs>