

2019.FS

<b>Module Name: Human Capital Management</b>	
Module Code	w.BA.XX.2HCM-flex.XX
Module Description	Students gain a profound understanding of human capital management as a central component of company management. HCM is aimed at generating added value for the corporation by making the best use of the human capital required at the right time and price and in the right quantity. Students broaden their knowledge in the three strategic fields of HCM (HC Marketing, performance management, and competence management). HC marketing plays an important role in attracting and securing the required human capital. Students learn that efficient and effective management of corporate and employee competences is a prerequisite for sustainable competitive advantage. Further insights into performance management provide students with an opportunity to recognize and understand motivational aspects of individuals and organizational units, which have a direct link to the value creation. Knowledge management as a prerequisite for the development of corporate and individual competences as well as different instruments of strategic workforce development make up the focus of competence management. This module aims to demonstrate the close links between the three fields of HCM and how they should be managed by leaders in order to ensure efficient and effective HCM.
Program and Specialization	§ Business Administration - Banking and Finance (FLEX) § Business Administration - General Management (Flex)
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009
Module Category	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> Main Study Period
ECTS	3
Organizational Unit	W Zentrum für Human Capital Mgmt. Ltg.
Module Coordinator	Monika Rohrer (rohe)
Deputy Module Coordinator	Elena Hubschmid-Vierheilig (hubh)
Prerequisite Knowledge	-
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § are able to reproduce broad and up-to-date expert knowledge in the areas of human capital management, explain the elements of the HCM fields and the links between them. § are able to apply the HCM model and tools to current and future professional activity. § are able to analyze complex business issues based on the HCM model, develop and assess alternative solutions to business-related problems as well as implement the chosen solution.

	§ are able to present clear-cut and unequivocal arguments while working in groups, respond to the arguments of others, develop joint solution alternatives and justify them, as well as present the group solutions. § are able to autonomously acquire new knowledge in the area of HCM based on the learning strategies that have been developed during the module and cultivate this independent learning approach.		
Module Content	§ Introduction to Human Capital Management § HC Marketing and Motivation § Performance Management § Total Reward § Competence Management		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2BWL-BO-flex.XX w.BA.XX.2LU-flex.XX		
Methods of Instruction	§ Interactive Instruction § Application Tasks § Case Studies § Exercises § Problem-Oriented Teaching § Explorative Learning § Literature Review	<b>Social Settings Used:</b> § Individual Work § Group Work	
Digital Resources	§ Reader § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	12 h	58 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>12 h</b>	<b>58 h</b>	<b>20 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written exam	Closed book	60	80,00%
<b>Permitted Resources</b>	No calculator	With dictionary	
<b>Others</b>			
	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Group paper and presentation	Grade	-	20,00%
Classroom Attendance Requirement	Attendance requirement for group presentations: 100% attendance for student lectures in the last two weeks of instruction. In the case of a justified absence, the module coordinator will determine what additional work is necessary. Unexcused absences or insufficient effort on the part of the individual student will result in a fail being awarded.		
Language of Instruction/Examination	German		
Compulsory Reading	§ Texts on Human Capital Management according to semester programme		
Recommended Reading	§ Meyer-Ferreira, P. (2015). Human Capital strategisch einsetzen. Neue Wege zum Unternehmenserfolg. 2nd edition. Köln: Wolters Kluwer Luchterhand. ISBN 978-3-472-08659-8. § Armstrong, M. & Taylor, S. (2014). Armstrong's Handbook of Human Resource Management Practice. 13th edition. London, Philadelphia, New Delhi: Kogan Page. ISBN 978-0-7494-6964-1. § Gmür, M. & Thommen, J. (2014). Human Resource Management. Strategien und Instrumente für Führungskräfte und das Personalmanagement. 4. erweiterte edition. Zürich: Versus. ISBN 978-3-03909-168-3.		
Comments	For the group paper & presentation, a PASS/FAIL will be awarded. For a PASS, students will be credited with 10 points that will be added to the points gained at the end-of-module exam. Sanctions imposed in case of a FAIL: In order to be admitted to the end-of-module-exam, an additional task must be completed outside normal teaching hours and submitted to the course instructor. However, no additional points will be credited for the end-of-module-exam. Unexcused absences or failure to complete an additional assignment will result in a FAIL. Students who failed this task are not eligible to take the end-of-module-exam.		