

Valid for 2023.FS

Module Name: Human Capital Management			
Module Code	w.BA.XX.2HCM.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	<ul style="list-style-type: none"> § Business Administration - Specialization in Accounting, Controlling, Auditing § Business Administration - Specialization in Banking and Finance § Business Administration - Specialization in Behavioral Design § Business Administration - Specialization in Economics and Politics § Business Administration - Specialization in General Management § Business Administration - Specialization in Marketing § Business Administration - Specialization in Risk and Insurance § Business Information Technology 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009		
Module Category	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Module Type: Compulsory</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory	Program Phase: Main Study Period
Module Type: Compulsory	Program Phase: Main Study Period		
ECTS	3		
Organizational Unit	W Institute for Organizational Viability		
Module Coordinator	Elena Hubschmid-Vierheilig (hubh)		
Deputy Module Coordinator	Claudia Pölderl (pold)		
Prerequisite Knowledge	-		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence 		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § 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 <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § 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: the importance of human capital management from a business perspective, definitions of key terms. § Motivation § Organizational justice § Competence management: knowledge management, needs assessment (skills), and strategic HR development. § HC marketing: needs assessment (HC), employer branding, recruitment and selection, HC analytics § Performance management: control logic, management by objectives, total reward		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2BWL-BO.XX w.BA.XX.2LU.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Problem-Oriented Teaching § Project Work § Explorative Learning § Literature Review	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	35 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	28 h	35 h	27 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Talk/oral presentation	Pass/Fail	10	-
Written Assignment	Grade	-	100,00 %
Classroom Attendance Requirement	Mandatory Attendance: Other Students must attend the in-depth sessions during which they present their case studies. If hybrid classes are introduced, attendance on campus will be required for the presenting group.		
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. (2019). Human Resource Management. 5th edition. Zürich: Versus. ISBN 978-3-03909-284-0.		

Comments	About the performance assessment: In this module, the performance assessment consists of two parts, both of which are group assignments. Part 1 is a short presentation given in class during the semester which is awarded a 'pass' or 'fail'. Part 2 is a group paper to be submitted at the end of the semester. The module grade corresponds to the grade awarded to the group paper. In case of a 'fail' for the presentation, the group paper grade is reduced by one whole grade point (-1.0).
----------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------