

2019.HS

<b>Module Name: Human Capital Management</b>			
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"> <li>§ Business Administration - Accounting, Controlling, Auditing</li> <li>§ Business Administration - Banking and Finance</li> <li>§ Business Administration - Economics and Politics</li> <li>§ Business Administration - General Management</li> <li>§ Business Administration - Risk and Insurance</li> <li>§ Business Information Technology</li> </ul>		
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	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>Module Type:</b> Compulsory</td> <td style="width: 50%;"><b>Program Phase:</b> Main Study Period</td> </tr> </table>	<b>Module Type:</b> Compulsory	<b>Program Phase:</b> Main Study Period
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ECTS	3		
Organizational Unit	W Zentrum für Human Capital Mgmt. Ltg.		
Module Coordinator	Elena Hubschmid-Vierheilig (hubh)		
Deputy Module Coordinator	Monika Rohrer (rohe)		
Prerequisite Knowledge	-		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> <li>Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul> </li> </ul>		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>§ 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.</li> <li>§ are able to apply the HCM model and tools to current and future professional activity.</li> </ul>		

	§ 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 and HC marketing: identification of HR demand, employer branding, recruiting, selection, and HC analytics. § Performance management: management by objectives, staff appraisals, total reward and compensation, and organizational fairness. § Competence management: knowledge management, assessment of demand for skills, and strategic HR development.		
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	<b>Social Settings Used:</b> § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § 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	28 h	35 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>28 h</b>	<b>35 h</b>	<b>27 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	70,00 %
<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	10	30,00 %
Classroom Attendance Requirement	Compulsory presence during group presentations: 100%. Presence during the student presentations in the final two teaching weeks. Unexcused absence will result in a "fail" for the module.		
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. 4th edition. Zürich: Versus. ISBN 978-3-03909-168-3.		
Comments	Group paper and presentation. Weighting: 30% of final grade. End-of-module exam. Weighting: 70% of final grade.		