

Valid for 2024.FS

<b>Module Name: Human Capital Management</b>			
Module Code	w.BA.XX.2HCM.XX		
Module Description	Students gain an in-depth understanding of human capital management (HCM), which is a central component of successful corporate management. The aim is to deploy the required human capital optimally at the right time and in the required quantity in order to generate added value. To this end, students learn about the three fields of action of HCM (HC marketing, performance management, and competence management). They expand their knowledge of the management of corporate competencies as a prerequisite for sustainable competitive strength and of human capital marketing, which secures the required human capital for the company. In the context of performance management, students recognize and understand possibilities for the motivational orientation of individuals and organizational units towards corporate goals and the resulting positive influence on value creation. Competence management focuses in particular on knowledge management and the various forms and instruments of strategic personnel development. The module also aims to demonstrate the close links between the three fields of action that need to be managed for successful human capital management.		
Program and Specialization	<ul style="list-style-type: none"> <li>§ Business Administration - Specialization in Accounting, Controlling, Auditing</li> <li>§ Business Administration - Specialization in Banking and Finance</li> <li>§ Business Administration - Specialization in Behavioral Design</li> <li>§ Business Administration - Specialization in Economics and Politics</li> <li>§ Business Administration - Specialization in Financial Management</li> <li>§ Business Administration - Specialization in General Management</li> <li>§ Business Administration - Specialization in Marketing</li> <li>§ Business Administration - Specialization in Risk and Insurance</li> </ul>		
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="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 Institute for Organizational Viability		
Module Coordinator	Michael Heimann (hemh)		
Deputy Module Coordinator	Elena Hubschmid-Vierheilig (hubh)		
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</li> <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> <li>Methodological Competence</li> <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> <li>Social Competence</li> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> <li>Self-Competence</li> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul>		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>§ provide broad and up-to-date specialist knowledge in the field of human capital management and clarify the elements of HCM and the relationships between these elements.</li> <li>§ can transfer the approaches presented to a specific (company) situation.</li> </ul>		

	§ can argue clearly and unambiguously in solution-oriented groups, respond to the arguments of others and jointly develop/justify different solution variants, and, in particular, present solutions worked on in groups. § 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 an independent learning approach.		
Module Content	§ Introduction to HCM: the business significance of HCM and definitions of terminology. § Competence management: knowledge management, needs assessment (skills), and strategic HR development. § HC marketing: personnel needs assessment, employer branding, recruiting and selection, HC analytics, motivation. § Performance management: control logic, management by objectives, total rewards, organizational justice.		
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 § Group Work	
Digital Resources	§ Reader § Teaching Videos § Practice and Application Exercises (with Key) § Case Studies (with Key)		
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>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written Assignment	Grade	-	50,00 %
Talk/oral presentation	Grade	15	50,00 %
Classroom Attendance Requirement	Mandatory Attendance: Other  Presentations take place in both of the final semester weeks. On the day of presentation, attendance is compulsory for the entire session for all presenting groups.		
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. § Gmür, M. & Thommen, J. (2019). Human Resource Management. 5th edition. Zürich: Versus. ISBN 978-3-03909-284-0.		
Comments	-		