

2019.HS

Module Name: HC-Marketing und Competence Management			
Module Code	w.BA.XX.2HCMark.XX		
Module Description	Students gain profound insights regarding how an organization acquires and sustains the required human capital. Further, they deepen their understanding of how to manage organizational competencies as a prerequisite for a successful strategy implementation and a competitive advantage. With the help of a real-life case study, students broaden their theoretical and practical knowledge of HC marketing and competence management.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PIE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - Risk and Insurance § Business Law 		
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%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: 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	Completion of w.2HCM module		
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"> § recognize and assess how an organization targets the relevant segments on the labor market through attractive offerings and efficient employer branding. § understand the meaning of competence management and personnel development for the competitiveness of an organization. § recognize the strong links between the two strategic action fields of HC marketing and competence management. § analyze how an HC marketing or competence management approach is implemented in an organization based on a real-life case. 		

Module Content	§ HC marketing/employer branding: implementation of HC marketing models in the practical context as a whole including all four process steps (labor market segmentation, development of offerings, employer brand, product development, recruitment and selection, HC controlling & HC analytics. § Competence management: the relevance and conceptual development of knowledge management. § Competence management: assessing qualitative and quantitative need for competencies. § Competence management: conceptual development of competence management and personnel development. § Competence management: contribution of personnel development to the formation of organizational competencies.		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Problem-Oriented Teaching § Project Work § Explorative Learning § Literature Review	Social Settings Used: Group Work	
Digital Resources	Reader		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	-	-	
Small Class	8 h	82 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	8 h	82 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others		Assessment	Length (min.)
Talk/oral presentation		Grade	15
Written Assignment		Grade	-
			66,60 %
Classroom Attendance Requirement	Presentations during the final two weeks of the semester		
Language of Instruction/Examination	German		
Compulsory Reading	Meyer-Ferreira, P. (2015). Human Capital strategisch einsetzen. 2nd edition. Köln: Wolters Kluwer Luchterhand. ISBN 978-3-472-08659-8.		
Recommended Reading	-		
Comments	The first weeks will provide students with the foundations for the analysis of a real-life case. Following this, a two-hour group coaching session will take place weekly by appointment. The groups will reflect on the progress of their work with the lecturer in two interim reports during the semester. In the final two weeks of the semester, the findings will be presented in a plenary session. Attendance is mandatory for the discussion of the interim reports and on presentation days.		