

Valid for 2024.FS

| <b>Module Name: Human Capital Management</b>                |   |
|---|---|
| Module Code   | w.BA.XX.3HCM-FLEX.XX  |
| Module Description  | Students gain an in-depth understanding of 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 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 HC 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 HCM. |
| Program and Specialization                                  | § Business Administration - Specialization in Banking and Finance (FLEX)<br>§ Business Administration - Specialization in General Management (Flex)   |
| 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   | <b>Module Type:</b><br>Compulsory   |
|   | <b>Program Phase:</b><br>Main Study Period  |
| ECTS  | 3   |
| Organizational Unit   | W Institute for Organizational Viability  |
| Module Coordinator  | Claudia Pölderl (pold)  |
| Deputy Module Coordinator                                   | Michael Heimann (hemh)  |
| Prerequisite Knowledge                                      | -   |
| Contribution to Program Learning Goals (Affected by Module) | § Professional Competence<br>§ Methodological Competence<br>§ Social Competence<br>§ Self-Competence  |
| Contribution to Program Learning Objectives                 | Professional Competence<br>§ Knowing and Understanding Content of Theoretical and Practical Relevance<br>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance<br>§ Evaluate Content of Theoretical and Practical Relevance<br>Methodological Competence<br>§ Problem-Solving & Critical Thinking<br>§ Scientific Methodology<br>§ Work Methods, Techniques, and Procedures<br>§ Information Literacy<br>§ Creativity & Innovation<br>Social Competence<br>§ Written Communication<br>§ Oral Communication<br>§ Teamwork & Conflict Management<br>§ Intercultural Insight & Ability to Change Perspective<br>Self-Competence<br>§ Self-Management & Self-Reflection<br>§ Ethical & Social Responsibility<br>§ Learning & Change   |
| Module Learning Objectives                                  | Students...<br>§ provide broad and up-to-date expertise in the areas of HCM and clarify the elements of HCM and the relationships between these elements.<br>§ can transfer the approaches presented to a specific (company) situation.<br>§ can argue clearly and unambiguously in solution-oriented groups, respond to the arguments of others and jointly develop and justify different solution variants and, in particular, present solutions developed in groups.<br>§ independently acquire new knowledge in the field of HCM at any time on the basis of learning strategies developed in the module and learn independently.   |

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|-------------------------------------|--|---|------------------------------|--|
| Module Content                      | § Introduction to human capital management: the importance of HCM from a business perspective, definitions of key terms.<br>§ Competence management: knowledge management, needs assessment (skills), and strategic HR development.<br>§ HC marketing: HR needs assessment, employer branding, recruiting and selection, HC analytics, motivation.<br>§ Performance management: control logic, management by objectives, total reward, organizational justice. |   |                              |  |
| Links to other modules              | The content of this module is linked to the following modules:<br>w.BA.XX.2BWL-BO-flex.XX<br>w.BA.XX.2LU-flex.XX   |   |                              |  |
| Methods of Instruction              | § Lecture<br>§ Interactive Instruction<br>§ Application Tasks<br>§ Case Studies<br>§ Exercises<br>§ Problem-Oriented Teaching<br>§ Explorative Learning<br>§ Literature Review   | <b>Social Settings Used:</b><br>§ Individual Work<br>§ Group Work |                              |  |
| Digital Resources                   | § Reader<br>§ Teaching Videos<br>§ Practice and Application Exercises (with Key)<br>§ Case Studies (with Key)<br>§ 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>                  |  |
| 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>             |  |
| Talk/oral presentation              | Grade  | 15  | 50,00 %                      |  |
| Written Assignment                  | Grade  | -   | 50,00 %                      |  |
| Classroom Attendance Requirement    | Mandatory Attendance: Other<br><br>On presentation day, all presenting groups must be in attendance for the entire session.  |   |                              |  |
| 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. 2. Auflage. Köln: Wolters Kluwer Luchterhand. ISBN 978-3-472-08659-8.<br>§ Gmür, M. & Thommen, J. (2019). Human Resource Management. 5. Auflage. Zürich: Versus. ISBN 978-3-03909-284-0.   |   |                              |  |
| Comments                            | -  |   |                              |  |