

Valid for 2024.FS

<b>Module Name: Human Capital Management</b>	
Module Code	w.BA.XX.WPM-HCM-BL.XX
Module Description	In this elective, students receive an overview of an important aspect of general management and learn about the main areas of its application. They understand the relevant terms of human capital as an important factor in successfully implementing a corporation's strategy. The students get to know the roles and responsibilities of human capital management (HCM) and its contribution to an organization's success. They learn important instruments and processes of HCM and can collaborate with specialists in the field of HCM.
Program and Specialization	Business Law
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> Compulsory Elective
	<b>Program Phase:</b> Main Study Period
ECTS	3
Organizational Unit	W Institute for Organizational Viability
Module Coordinator	Michael Heimann (hemh)
Deputy Module Coordinator	Konrad Rietmann (riek)
Prerequisite Knowledge	Business Administration Basics and Strategy
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>§ know the three main areas of human capital management</li> <li>§ can explain these areas and their strategic relevance for a company</li> <li>§ can transfer the presented approaches to a concrete (company) situation</li> <li>§ can explain the three main areas of human capital management in detail (competence management, human capital marketing, and performance and compensation management) and analyze and reflect on them based on a case (company).</li> <li>§ can argue clearly and unambiguously as part of a solution-oriented group, respond to the arguments of others, and jointly develop and justify different solution approaches, and in particular present solutions developed in groups</li> <li>§ independently acquire new knowledge in the field of human capital management based on learning strategies developed in the module and take responsibility for their learning.</li> </ul>

Module Content	§ Introduction to the elective § Human capital as value-creating factor § Human capital strategy as a vital contributor of a company's strategy § Competence management: Recognizing and developing knowledge and competencies § Positioning a company in the internal and external labor market as well as elements of acquiring human capital (human capital marketing) § Elements of performance management: Processes, work content, control logistics, organization, and motivational incentives § Elements of compensation (total reward) § Presentations and group discussions		
Links to other modules	The content of this module is linked to the following module: w.BA.XX.2BWL-BL.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Exercises § Problem-Oriented Teaching § Project Work § Literature Review	<b>Social Settings Used:</b> Group Work	
Digital Resources	Teaching Videos		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	28 h	-	
Small Class	-	-	
Group Instruction	-	62 h	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>28 h</b>	<b>62 h</b>	<b>0 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		
Language of Instruction/Examination	German		
Compulsory Reading	Meyer-Ferreira, P. (2015). Human Capital strategisch einsetzen. 2nd edition. Luchterhand Verlag GmbH. ISBN 9783472086598.		
Recommended Reading	Additional texts will be announced in class		
Comments	-		