Valid from 2024.HS

Module description: Human Capital Management

Module Code	w.BA.XX.WPM-HCM-BL.XX
ECTS Credits	3
Language of Instruction/Examination	German
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. Students become familiar with 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.
Organizational Unit	IOV Leitung
Module Coordinator	Michael Heimann
Deputy Module Coordinator	Konrad Rietmann
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	**Module Type** Compulsory Elective **Program Phase** Main Study Period
Prerequisite Knowledge	Business administration basics and strategy
Contribution to Program Learning Objectives (by the concerned Module)	• Professional Competence • Methodological Competence • Social Competence • Self-Competence
Contribution to Program Learning Objectives	**Professional Competence** • 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** • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation **Social Competence** • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective **Self-Competence** • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change

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Module Learning Objectives

Students...
- know the three main areas of human capital management.
- can explain these areas and their strategic relevance for a company.
- can transfer the presented approaches to a concrete (company) situation.
- 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).
- 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.
- 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.

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

This module is linked to the following modules:
- w.BA.XX.2BWL-BL.XX

Digital Learning Resources

- Reader
- Teaching Videos
- Practice and Application Exercises (with Key)
- Multiple Choice Tests

Methods of Instruction

- Interactive Instruction
- Lecture
- Exercises
- Literature Review
- Problem-Oriented Teaching
- Project Work

Social Settings Used:
- Group Work

Type of Instruction

	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	35 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	**28 h**	**35 h**	**27 h**

Performance Assessment

End-of-module exam	Form	Length (min.)	Weighting
-			
Permitted Resources			

Others	Assessment	Format	Length (min.)	Weighting
Written Assignment	Grade	Gruppenarbeit	0	50.00
Talk/oral presentation	Grade	Gruppenarbeit	15	50.00
Others	Pass/Fail	Einzelarbeit	0	0.00

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Classroom Attendance Requirement	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.
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	Additional information on the "pass/fail" performance assessment: During the semester, various preparatory tasks for the lessons must be completed via Moodle. All preparation tasks must be completed and passed on time. If a preparatory task is not passed, one grade point will be deducted from the overall grade (the average of the written and oral assessment).