Valid for 2022.FS

Module Name: Human Capital Management	
Module Code	w.BA.XX.2HCM-en.XX
Module Description	Students gain a profound understanding of human capital management as a central component of company management. HCM is aimed at generating added value for the corporation by making the best use of the human capital required at the right time and price and in the right quantity. Students broaden their knowledge in the three strategic fields of HCM (HC Marketing, performance management, and competence management). HC marketing plays an important role in attracting and securing the required human capital. Students learn that efficient and effective management of corporate and employee competences is a prerequisite for sustainable competitive advantage. Further insights into performance management provide students with an opportunity to recognize and understand motivational aspects of individuals and organizational units, which have a direct link to the value creation. Knowledge management as a prerequisite for the development of corporate and individual competencies as well as different instruments of strategic workforce development make up the focus of competence management. This module aims to demonstrate the close links between the three fields of HCM and how they should be managed by leaders in order to ensure efficient and effective HCM.
Program and Specialization	Business Administration - Banking and Finance (PiE)
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	**Module Type:** Compulsory	**Program Phase:** Main Study Period
ECTS	3
Organizational Unit	W Institute for Organizational Viability
Module Coordinator	Elena Hubschmid-Vierheilig (hubh)
Deputy Module Coordinator	Jennifer Sparr (spaj)
Prerequisite Knowledge	-
Contribution to Program Learning Goals (Affected by 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
Module Learning Objectives	Students... § are able to reproduce broad and up-to-date specialist knowledge in the areas of human capital management, explain the elements of the HCM fields, and the links between them. § are able to apply the HCM model and tools to current and future professional activity. § are able to analyze complex business issues based on the HCM model, develop and assess alternative solutions to business-related problems, and implement the chosen solution. § are able to present unambiguous and unequivocal arguments while working in groups, respond to the arguments of others, develop joint solution alternatives and justify them, and present the group's solutions.

	§ are able to acquire new knowledge in the area of HCM based on the learning strategies that have been developed during the module autonomously and to cultivate this independent learning approach.	

Module Content	§ Introduction to Human Capital Management § Motivation § Organizational Fairness § Competence Management § HC Marketing § Performance Management
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2IBS-en.XX
	w.BA.XX.2LBE-en.XX

Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Problem-Oriented Teaching § Project Work § Explorative Learning § Literature Review § Audio slide presentations	**Social Settings Used:** § Individual Work § Pair Work § Group Work
Digital Resources	§ Reader § Teaching Videos § Teaching Materials § Practice and Application Exercises (with Key) § Multiple Choice Tests § Online sessions via Zoom and/or WebEx	

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	Length (min.)	Weighting
Written Assignment	Grade	-	100,00 %
Talk/oral presentation	Pass/Fail	10	-

Classroom Attendance Requirement	Mandatory Attendance: Other Students must attend the in-depth sessions during which they present their case studies. If hybrid teaching is introduced, on-site attendance will be required for the presenting group.
Language of Instruction/Examination	English
Compulsory Reading	Texts on human capital management according to semester program
Recommended Reading	Armstrong, M. & Taylor, S. (2014). Armstrong's Handbook of Human Resources Management Practice. 13th edition. London, Philadelphia, New Delhi: koganpage. ISBN 978-0-7494-6964-1.
Comments	-