

Valid from 2025.HS

Module description: Human Resources		
Module Code	w.BA.XX.HR-IM.25HS	
ECTS Credits	3	
Language of Instruction/Examination	English	
Module Description	The module introduces students to concepts, frameworks, and contemporary trends in managing human resources within international business contexts. The topics include motivation, organizational fairness, competence management, human capital marketing, and performance management. The module explores emerging themes, such as the use of artificial intelligence (AI) in HRM, highlighting both opportunities and risks, as well as the principles of sustainable HRM.	
Organizational Unit	Abteilung International Business	
Module Coordinator	Elena Hubschmid-Vierheilig	
Deputy Module Coordinator	Anna Aleksandra Lupina-Wegener	
Program and Specialization	<ul style="list-style-type: none"> • Business Administration - Specialization in General Management • International Management 	
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	Program Phase Main Study Period
Prerequisite Knowledge		
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence 	
Contribution to Program Learning Objectives	<p>Professional Competence</p> <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 <p>Methodological Competence</p> <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <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"> • will understand key HRM concepts, frameworks, and trends. • will apply knowledge to analyze HRM practices in international business. • will analyze cultural challenges in the use of AI and sustainability in HRM. • will evaluate HRM in balancing technological tools with human-centered approaches. • will create recommendations for HR professionals and line managers in international business. 	

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Module Content	<ul style="list-style-type: none">• Motivation & fairness• Human capital management <p>Competence management</p> <p>HC marketing</p> <p>Performance management</p> <ul style="list-style-type: none">• AI in HRM and sustainable HRM																															
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none">• w.BA.XX.1IEB-IM.XX• w.BA.XX.1IBM-IM.XX• w.BA.XX.1CCCCM-IM.XX																															
Digital Learning Resources	<ul style="list-style-type: none">• Reader• Teaching Videos• Teaching Materials• Practice and Application Exercises (with Key)• Case Studies (with Key)• Multiple Choice Tests																															
Methods of Instruction	<ul style="list-style-type: none">• Explorative Learning• Case Studies• Interactive Instruction• Lecture• Exercises• Literature Review• Application Tasks• Problem-Oriented Teaching		Social Settings Used: <ul style="list-style-type: none">• Group Work• Pair Work• Individual Work																													
Type of Instruction	<table><tr><th></th><th>Classroom Instruction</th><th>Guided Self-Study</th><th>Autonomous Self-Study</th></tr><tr><td>Large Class</td><td>28 h</td><td>20 h</td><td></td></tr><tr><td>Small Class</td><td>-</td><td>-</td><td></td></tr><tr><td>Group Instruction</td><td>-</td><td>-</td><td></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td></td></tr><tr><td>Total</td><td>28 h</td><td>20 h</td><td>42 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Large Class	28 h	20 h		Small Class	-	-		Group Instruction	-	-		Practical Work	-	-		Seminar	-	-		Total	28 h	20 h	42 h
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Classroom Attendance Requirement	<p>80%</p> <p>Attendance during classes enhances your learning progress and is an integral part of your academic performance, contributing 20% to your final grade. We will record attendance during the lectures. You are allowed up to 3 unexcused attendances without a grade deduction. Should you have more than 3 unexcused absences, grades will be deducted as follows: • 0-3 unexcused absences: 6 • 4 unexcused absences: 5 • 5 unexcused absences: 4 • 6 unexcused absences: 3.5 • 7 unexcused absences: 3 • so forth, until more than 10 unexcused absences: 1 Should you need to be absent for longer periods of time, e.g., due to military service or sickness, please inform Dr Hubschmid-Vierheilig as soon as possible. Note that attendance is mandatory in week 14 of the semester (exam). In cases of absence, a 1,0 will be automatically given.</p>
Compulsory Reading	<ul style="list-style-type: none">• Selected reading available on moodle
Recommended Reading	<ul style="list-style-type: none">• Selected reading available on Moodle
Comments	