

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	Institute for Organizational Viability	
Module Coordinator	Nils Merz	
Deputy Module Coordinator	Claudia Pölderl	
Program and Specialization	<ul style="list-style-type: none"> <li>Elective module (see module table)</li> </ul>	
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
Prerequisite Knowledge	Business administration basics and strategy	
Contribution to Program Learning Objectives (by the concerned 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	<b>Professional Competence</b> <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> <b>Methodological Competence</b> <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> <b>Social Competence</b> <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> <b>Self-Competence</b> <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>	

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Module Learning Objectives	Students... <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 specific (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	<ul style="list-style-type: none"><li>• Introduction to the elective</li><li>• Human capital as value-creating factor</li><li>• Human capital strategy as a vital contributor of a company's strategy</li><li>• Competence management: Recognizing and developing knowledge and competencies</li><li>• Positioning a company in the internal and external labor market as well as elements of acquiring human capital (human capital marketing)</li><li>• Elements of performance management: processes, work content, control logistics, organization, and motivational incentives</li><li>• Elements of compensation (total reward)</li><li>• Presentations and group discussions</li></ul>																																										
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none"><li>• w.BA.XX.2BWL-BL.XX</li></ul>																																										
Digital Learning Resources	<ul style="list-style-type: none"><li>• Reader</li><li>• Teaching Videos</li><li>• Practice and Application Exercises (with Key)</li><li>• Multiple Choice Tests</li></ul>																																										
Methods of Instruction	<ul style="list-style-type: none"><li>• Exercises</li><li>• Problem-Oriented Teaching</li><li>• Lecture</li><li>• Interactive Instruction</li><li>• Project Work</li><li>• Literature Review</li></ul>			Social Settings Used: <ul style="list-style-type: none"><li>• Group Work</li><li>• Individual Work</li></ul>																																							
Type of Instruction	<table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td colspan="2">Autonomous Self-Study</td></tr><tr><td>Large Class</td><td>28 h</td><td>35 h</td><td colspan="2"></td></tr><tr><td>Small Class</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Group Instruction</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Total</td><td>28 h</td><td>35 h</td><td colspan="2">27 h</td></tr></table>						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				
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<b>Classroom Attendance Requirement</b>	<p>Other</p> <p>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.</p>
<b>Compulsory Reading</b>	<ul style="list-style-type: none"><li>• Meyer-Ferreira, P. (2015). Human Capital strategisch einsetzen. 2nd edition. Luchterhand Verlag GmbH. ISBN 9783472086598.</li></ul>
<b>Recommended Reading</b>	<ul style="list-style-type: none"><li>• Additional texts will be announced in class</li></ul>
<b>Comments</b>	