

**Working in HR: Characterising a Professional Area**

Code: 43164  
ECTS Credits: 6

Degree	Type	Year	Semester
4313788 Management of Human Resources in Organizations	OB	0	1

## Contact

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## Teachers

Jesus Rojas Arredondo

Joan Rodriguez Soler

## Use of Languages

Principal working language: spanish (spa)

## External teachers

Agustín Querejeta

Xavi Soro

## Prerequisites

There are no prerequisites

## Objectives and Contextualisation

### Objectives

This module is aimed at providing an introductory framework (which is both comprehensive and specific at the same time), related to the field of human resources, based on its central themes, highlighting key notions such as: internal clients, business vision, image, marketing and the labour market. Similarly, key skills such as the ability to work in a team, to reach agreements and adopt a resolute attitude towards cases which have to be decided on.

## Competences

- Assess the peculiarities of the different contexts and their implications for human resources.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Make appropriate use of basic legal and economic concepts associated with the human resources function.
- Mark out human resources needs in the different areas of an organisation, from a proactive, systemic approach.
- Work in a team, taking advantage of companions' different ways of thinking and acting.

## Learning Outcomes

1. Describe the activities, position and demands of each area with precision.
2. Give a reasoned account of the aspects to be taken into consideration when analysing the needs and wishes of internal clients.
3. Identify and interrelate the elements that differentiate the various organisational contexts (specifically regarding client support, knowledge of the organisation's main activity and questions of image).
4. Identify information on the labour market that could be of use for decision-making in human resources.
5. Integrate interlocutors' differing views or peculiarities when analysing the different contexts.

## Content

Block 1: Knowledge of the labour market and business

Labour market

1. Main characteristics of the current labour market
2. Flexible employment
3. Quality and conditions of employment: new demands on companies

Business Knowledge

a) Global business vision

1. Current context for companies
2. Business knowledge and the company's main activity
3. Management foundations, general strategy

b) Strategic role of HR departments

1. What HR does and its role in the company
2. Identification of key stakeholders
3. Identification indicators of the results of HR management

Block 2: The brand/company's presence on social networks

1. The impact of the digital world on people and organisations
  2. Presence and management of brands/companies on social networks
  3. Personal branding
  4. Digital Tools for the management of brands/companies and personal branding
  5. \_\_\_\_\_
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## Methodology

The methodologies that will be used throughout the module are as follows:

1. Master classes / lectures. Presentation from the teaching staff on the theoretical references which the contents of the module are based on.
2. Practical activities will be carried out in the classroom along with a review of technical documentation.
3. Solving problems / cases / exercises in small groups and pooling of conclusions with the whole group.
4. Solving problems / cases / exercises through activities in the virtual classroom.
5. Preparation of written work, presentations or reflections.
6. Preparation of a group project at the end of the module

## Activities

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Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Resolution of real and simulated practices	6	0.24	2, 1
Sessions of resolution of cases/situations and defence of interventions	19	0.76	5
Sessions of theoretical classes	10	0.4	4
Type: Supervised			
Analysis of cases	37	1.48	2, 3, 4, 5
group tutoring	8	0.32	5
Type: Autonomous			
Preparation and writing of works (work grupal)	30	1.2	5
Research and collected of information, reading and study of documentation	23	0.92	4
Resolution of cases in the virtual platform	17	0.68	3

## Assessment

The evaluation will be conducted based on two types of assignments (ASGMT) produced to demonstrate learning:

Group work:

ASGMT1: Business knowledge and Human Resources position

ASGMT2: Labour Market Assignment

Individual case studies:

ASGMT1: Business knowledge and Human Resources position

ASGMT3: Social Network Assignment

Both solving of the cases as well as the methodology aim to help the student to develop their capacity to analyse, this being the role of HR in various economic sectors (industry and services). Additionally, interpreting the impact of HR on the company's value proposal, based on the economic indicators of the company (operating accounts etc.).

Students who get a final mark of between 4.00 and 4.99 at the end of the module, due to not handing in assignments because of a justified situation (sickness etc.) may hand in alternative work proposed by the teaching staff of this module.

Retakes

Students who fail the established criteria to pass the module and those who have been evaluated in a set of activities with a weighting of two-thirds of the total score for the module may retake it.

The minimum mark to retake the module is 3.5.

## Assessment Activities

Title	Weighting	Hours	ECTS	Outcomes
Assignment 2: Identification of the strengths and weaknesses of the labour market	30%	0	0	1, 4
Assignment 3: Company Brand, social networks	25%	0	0	2, 3, 5
Evidence 1: Case on business knowledge and location HR	45%	0	0	2, 3, 5

## Bibliography

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