

Degree programme	Type	Course
Management of Human Resources in Organisations	OB	1

Contact lecturer

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Group languages

You can consult this information at the [end](#) of the document.

Prerequisites

There are no prerequisites

Objectives

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.

The objectives of the module are:

- To acquire a global vision of the business.
- To understand the strategic function of HR: what HR does and its role in the company.
- To identify the stakeholders. To establish the basics of HR marketing and image.
- To evaluate ICT as a channel for HR management.
- To acquire a global vision of the current labor market for HR.
- To analyze the position of HR in organizations based on real cases in different economic contexts (industrial, services, retail, tourism).
- To evaluate the impact of HR on the company's value proposition (profit and loss account).

Learning outcomes

- CA01 (Assess the aspects to be taken into account to analyse the needs and demands of internal customers.) Assess the aspects to be taken into account to analyse the needs and demands of internal customers.
- CA02 (Examine the differential elements of the various organisational contexts in relation to customer service, knowledge of the organisation's main activity and image issues.) Examine the differential elements of the various organisational contexts in relation to customer service, knowledge of the organisation's main activity and image issues.
- KA01 (Explain conclusions, motives and advanced supporting knowledge to specialised and non-specialised audiences in a clear, objective and unambiguous way.) Explain conclusions, motives and advanced supporting knowledge to specialised and non-specialised audiences in a clear, objective and unambiguous way.
- KA02 (Accurately describe the activities, position and requirements of each area.) Accurately describe the activities, position and requirements of each area.
- KA03 (Recognise the strengths, limitations and biases of the theoretical frameworks applied to each professional area.) Recognise the strengths, limitations and biases of the theoretical frameworks applied to each professional area.
- SA01 (Use information related to the labour market that may be of interest for decision-making in HR.) Use information related to the labour market that may be of interest for decision-making in HR.
- SA02 (Evaluate the aspects to be taken into account to analyse the needs and demands of internal customers.) Evaluate the aspects to be taken into account to analyse the needs and demands of internal customers.
- SA03 (Integrate the different points of view or particularities of their interlocutors in the analysis of the different contexts.) Integrate the different points of view or particularities of their interlocutors in the analysis of the different contexts.
- SA04 (Work as a team, harnessing the diversity of ways of thinking and doing of colleagues.) Work as a team, harnessing the diversity of ways of thinking and doing of colleagues.

Contents

Block 1: Knowledge of the labour market and business

Labour market

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

Business Knowledge

a) Global business vision

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

b) Strategic role of HR departments

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

Balanced scorecard

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

2. The impact of the digital world on people and organisations
4. Presence and management of brands/companies on social networks
6. Personal branding
8. Digital Tools for the management of brands/companies and personal branding
- 10.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes

Preparation and writing of works (work grupal)	30	1.2
Analysis of cases	37	1.48
group tutoring	8	0.32
Resolution of cases in the virtual platform	17	0.68
Research and collected of information, reading and study of documentation	23	0.92
Resolution of real and simulated practices	6	0.24
Sessions of theoretical classes	10	0.4
Sessions of resolution of cases/situations and defence of interventions	19	0.76

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

Annotation: within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Assignment 1: Case on business knowledge and location HR	45%	0	0	CA01, CA02, KA01, KA02, KA03, SA01, SA02, SA03, SA04
Assignment 2: Identification of the strengths and weaknesses of the labour market	30%	0	0	CA01, CA02, KA01, KA02, KA03, SA01, SA02, SA03, SA04
Assignment 3: Company Brand, social networks	25%	0	0	CA02, KA01, KA02, SA01, SA04

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.

Unique assessment

Article 265. Avaluació única

2. La sol·licitud d'avaluació única suposa la renúncia a l'avaluació continuada, i implica el lliurament en una única data del nombre necessari d'evidències avaluadores per acreditar i garantir la consecució dels objectius i els resultats d'aprenentatge establerts en l'assignatura.

The single evaluation does not imply non-attendance to the face-to-face sessions. During the face-to-face sessions, activities that are necessary to satisfactorily complete the evaluation evidences can be carried out.

Students who choose the single evaluation option will present, once the module is finished, the same evidences foreseen for the continuous evaluation modality.

The same resit system as the continuous assessment will be applied.

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.

Evaluation Guidelines of the Faculty of Psychology: https://www.uab.cat/doc/DOC_PautesAvaluacio_FP_23-24

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Software

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Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TEm) Theory (master)	1	Spanish	first semester	afternoon