

# Human Resource Management (EM1F4M51B1)

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|---|---|
| Program   | PGE   |
| Course set (UE) / Credits (ECTS) / Track / Specialization | <b>Module :Human Resource Management : 5 ECTS.</b> <ul style="list-style-type: none"><li>• BEM Bachelor in European Management</li><li>• PGE 2A - English track</li></ul> |
| Discipline  | Marketing   |
| Year  | 2017  |
| Semester  | B   |
| Open for visitors   | yes (5 ECTS)  |
| Available spots   | 45  |

## Coordinator

Hélène LANGINIER

## Lecturers

| Instructor       | Population | Email                             |
|------------------|------------|-----------------------------------|
| Hélène LANGINIER | Population | helene.langinier@em-strasbourg.eu |

## Course format

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|--|---------|
| Working language :                       | English |
| Volume of contact hours :                | 27 h    |
| Workload to be expected by the student : | 108 h   |

## Course track

Track : Attendance

### Attendance track :

Attendance at lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

### Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

## Contribution of the course to the educational objectives of the program

**How the course contributes to the program :**

### **BEM Bachelor in European Management**

#### **PGE 2A - English track**

**LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.**

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

**LEARNING GOAL 2 : Students will develop advanced-level managerial skills.**

Students will work collaboratively in a team.

Students will communicate ideas effectively, both orally and in writing, in a business context.

**LEARNING GOAL 3 : Students will demonstrate their understanding of practices reflecting ethical, diversity and sustainable development values in business organizations.**

Students will identify and analyze issues relating to diversity, ethics and sustainable development in their business context.

**LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.**

## Description

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This module introduces the studies of Human Resources in what concerns its conceptual approach as well as its practical application within organizations. An overview of different dimensions of Human Resources Management is presented, the role of HR managers highlighted and the challenges of HRM exposed and analyzed.

Intercultural Management :

Students will develop their intercultural awareness and improve their efficiency while working and communicating in a multicultural environment, they will identify intercultural issues linked to international human resources management

## Educational organisation

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In class

**Lectures**

**Presentations**

In groups

**Exercises**

**Case studies/texts**

Interaction

**Discussions / debates**

**Workshops**

## Learning outcomes

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**Upon completion of this course, students should be able to :**

- **Define** the concept of Human Resources Management and its purposes.
- **Identify** key dimensions influencing intercultural communication
- **Describe** the different Human Resources topics seen in class and be able to explain how they operate within a global management system.
- **Discriminate** the different actors and roles within Human Resources Management.
- **Question** cultural stereotypes

## Outline

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Introducing Human Resources Management and its strategic importance within the company

Main activities of HRM (Recruitment, Remuneration, Evaluation)

Other strategic functions of HRM (Developing careers, forming personnel and keeping talents)

Importance of working conditions and their influence on stakeholders

International dimensions of HRM

HRM in times of CSR

Introducing Intercultural Management

- Culture and management : How to decipher cultural differences?

- How to communicate in an intercultural context?

- Working in a multicultural team

## Prerequisites

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**Key concepts to understand :**

## Teaching material

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**Documents in all formats**

- Newspaper articles
- Case studies

**Additional electronic platforms**

- Slideshows
- Videos
- Other

## Recommended reading

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**Major works :**

Dessler, G. (2013), Fundamentals of Human Resource Management, Upper Saddle River: Prentice Hall.

**Further reading :**

Harzing, A. W. & A. Pinnington (2011), International Human Resource Management, London: Sage.

## Assessment

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**Intermediate evaluation / continuous assessment 1 :**

oral / individual / English / weighting : 20%

additional information : Participation

**This evaluation serves to measure LO2.3**

**Intermediate evaluation / continuous assessment 2 : session n°3**

written (30 min) / individual / English / weighting : 30%

**This evaluation serves to measure LO1.1, LO1.3**

**Final assessment : last session**

oral / in group / English / weighting : 50%

additional information : Final team project : Developing a case study in a multicultural group on - How MNCs communicate across cultures - How could HR prevent cultural misunderstandings among employees

**This evaluation serves to measure LO1.1, LO1.2, LO2.1, LO2.3, LO3.1, LO4.2**

## Grounds for expulsion from classes

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Behaviors such as

**arriving late, leaving early, or exiting the classroom at inopportune moments during class**

**ostentatiously eating or drinking in class**

**using smartphones or laptops for non-class-related purposes**

**reading texts unrelated to the course**

**discussing topics unrelated to the course**

**disrespecting the lecturer**

may lead to expulsion from the class/course.