

# **HUMAN RESOURCES MANAGEMENT: FINDING YOUR PLACE IN ORGANIZATIONS**

## **Business**

**Course contact hours:** 45

**Recommended credits:** 6 ECTS – 3 US

### **OBJECTIVES**

The objective of this course is to enable students to find their place in organizations by developing the appropriate competencies and promoting the right attitudes and behaviour. In order to balance life and career pursuits, nowadays, we talk about managing career trajectories. Ethics and being tech savvy have also become critical. Students will have to design a marketing plan where they are the product. We will study the latest trends in job searching as well as web 2.0 technologies to create ones personal branding and product placement in the labour market.

The program invites students to reflect on the use of diverse tools. The feedback they get from both the teacher and their colleagues (from different nationalities) is very important; as the former and the latter may act as a focus group from the worldwide marketplace.

### **REQUIREMENTS**

- Fluent English
- Students who enroll in this class have to be ready to take the initiative in planning their career adopting an active role during classes.

### **LEARNING OUTCOMES**

1. Develop the creative potential.
2. Appraise the personal and professional profile with the help of the team members, acquaintances and friends.
3. Define the objectives within the life-trajectories paradigm making the right choices, solving problems and developing critical thinking.
4. Formulate the marketing plan enhancing the tech savvy aspect.
5. Develop the skills to handle job interviews with success.
6. Differentiate your brand in every promotion tool: résumé, bio, video curriculum, cover letters, blogs, and social networks.
7. Manage their networking to build bonds.
8. Explore the market and the occupations trends related to each participant's choice.
9. Improve the emotional intelligence in uncertain, diverse, flexible and cross-cultural environments.
10. Become a responsible leader or entrepreneur with ethics, excellence, initiative, influence, accountability, tolerance to frustration and optimism; using communication as the basic tool.

## CONTENTS

Intro class: Presentation of the course, professor and students What is success for me Creativity as a core competence	The secrets of success exercise Video: Success is a journey Creativity exercises: faces, circles. Inno-teams game
HR planning, recruiting, selection and induction. Assessment Centers	Case: HR planning
The marketing plan scheme Mission, vision and values	Exercise: defining your mission, vision and values
Self-assessment	Exercises: attitudes, beliefs, identity Exercise: moments of your life Feedback exercise The most influential people in your life Self-biography Visionary panel Feedback 360
Motivation	Case: Matías C Motivational videos Motivation questionnaire Leadership questionnaire
Market analysis and objectives	JTPW on-line questionnaire Market research Objectives questionnaire Mind Maps The good shape questionnaire
Your strategy and marketing mix	Résumé Cover letters Video curriculum Bio
The job interview The virtual interview Presentation Skills	Job interview role-plays Video: Steve jobs On-line Salary calculators
Employment trends and jobs of the future Study Abroad Experience	Workshops Personal narratives
Ethics and CSR	Case: Trust and respect Videos
Entrepreneurship	Workshops: the entrepreneur competencies Readings discussion
Calling	Articles Questionnaires

## TEACHING METHODOLOGY

This course is student-centered and designed to engage them in learning about career development and global competence, with an emphasis upon reflection on learning “in action” while studying abroad. Instructional methods include lectures, in-class discussions, experiential exercises, case studies, technical notes and readings, questionnaires, multi-media resources, role-plays, guest speakers and active class participation.

The course combines techniques from organizational psychology, coaching and mentoring.

The instructor will work closely with each student.

The professor enhances networking within the classroom as an essential tool for the student’s professional development.

Grading includes a self-assessment to be done during the last day of class in a face-to-face performance appraisal interview with the professor, filling out a form uploaded in SAM and also in a hard copy delivered by the instructor.

## ASSESSMENT CRITERIA

The instructor will use numerous and differentiated forms of assessment to calculate the final grade students receive for this course. For the record, these are listed and weighted below. The content, criteria and specific requirements for each assessment category will be explained in greater detail in class. In addition, your work and behavior in this course must fully conform to the regulations of the UAB Academic Policy to which you are subject.

Work in class*	20%
Blog (learning journey)	20%
Final Presentation	60%

\*(Attendance and punctuality, in class participation, attitude and homework)

## Attendance Policy

Students are expected to attend all sessions on time and be prepared for the day’s class activities. The professor will compile regular attendance records and take these records into account when evaluating student participation. To pass the course there is a 70% minimum attendance requirement (8 unexcused absences, represents automatic failure).

## BIBLIOGRAPHY

Recommended reading:

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- Ahearne, Michael; Steenburgh, Thomas. (July-August 2012). "Motivating salesforce: what really works." *Harvard Business Review*. pp. 70-75.
- Antazde, Nino; Westley, Frances. (2010) " Making a difference. Strategies for scaling social innovation for greater impact". *The innovation journal: the public sector innovation journal*, Vol. 15(issue 2), article 2. Pp. 1-19.
- Armitage, Ami; Mohindra, Amit. (March 2012). "Care about workforce planning". *Chief Learning Officer*. pp. 28-31.
- Bence, Brenda. "Top ten secrets to mastering your brand". *American Salesman*. pp. 22-25.
- Blanchard, Ken. ( July 2012). "Walk towards wisdom". *Chief Learning Officer*. pp. 14.
- Campeau, Melissa. (November/ December 2011). "Enthusiasm or addiction: when hard work crosses the line into workaholism". *CMA Magazine*. pp. 34-35.
- Carrigan, Marylyn; McEachern, Morven G.; Szmigin, Isabelle. (2009). "The conscious consumer: taking a flexible approach to ethical behaviour." *International Journal of Consumer Studies* 33. pp. 224-231.
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- Dave Zielinski.(July 2012). "The virtual interview". *HR magazine*. pp. 55-57.  
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- Eduarda; Guichard, Jean; Soresi, Salvatore; Van Esbroek, Raoul; E.M van Vianen, Annelies. (May 2009). "Life designing: a paradigm for career construction in the 21th century". *Journal of Vocational Behavior* 75. pp. 239–250.
- Elmore, Leigh. ( March 2010). "Personal branding 2.0". *Woman in Business*. pp. 12-14.
- Gallo, Carmine. Power Point presentation: "The presentation secrets of Steve Jobs". pp. 1-11
- Grodon, Jon. ( April 2012) "Seven ways to rethink work and life balance." *Public Management*. pp. 6-9.
- Hubert K. Rampersad. (July 2008). "A new blueprint for powerful and authentic personal branding". *Performance Improvement*, vol. 47, no.6. pp. 34-37.
- Isaacson, Walter. (April 2012). "The real leadership lessons of Steve Jobs". *Harvard Business Review*. pp: 93-102.
- Jacobs, Paul. (December 2009- January 2010). " What is social recruiting?" *Human Resources Magazine*. pp. 2-3.

Johnson, Doug. (October 2012). "Developing creativity in every learner". *Library media connection*. pp. 44-46.

Mark L. Savickas; Nota, Laura; Rossier, Jerome; Dauwalder; Jean-Pierre; Duarte, Maria Morgan, Marc. (January 2011). "Keeping your 2011 career resolution. *Strategic Finance*. pp. 15- 17.

Parag Khanna and Aaron Smith. (September-October 2012). "The list: jobs of the future". *Foreign Policy*. pp. 25-26.

Porath, Christine; Spreitzer, Gretchen. (January, February 2012). "Creating sustainable performance". *Harvard Business Review*. pp. 93-99.

Prokesch Steven. (June 2011). "The reluctant social entrepreneur". *Harvard Business Review*. Pp. 124-126.

Remillard, Brad. "Skills and experience are irrelevant when hiring". *National Research Bureau*. pp. 13-14.

Sallis, Tamara and Howells Elizabeth. (December 2012, January 2013). "Putting assessment centres to the test". *Human Resources*. pp. 20-21.

Sheshunoff Information Services. (January 2011). "Developing a marketing plan" Chapter 6. *Bank Marketing Manual*.

Shikari, Arva. (December 2011). "Mapping competencies with assessment centres". *HR & Business*. pp-32-41.

Swani, Pad N. (August 2011) "Recruiting trends, changing landscapes, challenges and opportunities...A perspective. *Siliconindia*. pp. 38-39.

Williams, Sandra; Sunderman, Judith; Justin Kim. (February 2012). "E-mentoring in an online course: Benefits and challenges to e-mentors". *International Journal of Evidence Based Coaching and Mentoring*. Vol. 10, No.1. pp. 109-123

Williams, Wendel. (May 2011). "Employees competencies for the future". *Journal of corporate recruiting leadership*. pp. 15-17.

### **On-line resources:**

[www.brainstorming.co.uk](http://www.brainstorming.co.uk). (Creativity techniques)

JTPW on-line questionnaire

This is the link to the online Briggs Myers' online test: <http://www.humanmetrics.com/cgi-win/JTypes2.asp>  
[http://en.wikipedia.org/wiki/Myers-Briggs\\_Type\\_Indicator](http://en.wikipedia.org/wiki/Myers-Briggs_Type_Indicator)

Jobs of the future. Link: <http://www.forbes.com/sites/susanadams/2011/04/20/jobs-of-the-future/>

Curriculum vitae (Demo)  
<https://www.youtube.com/watch?v=aYJBLrsA-WY>

Salary calculators  
<https://secure.gtmassociates.com/calculator.aspx> (USA)

<http://www.calcularsueldoneto.com/csn-en-calculate-net-salary.php>  
(Spain)

### **Suggested digital tools for the different course assignments:**

[www.symbaloo.com](http://www.symbaloo.com) (organizes the student materials in one site)  
[www.fotobabble.com](http://www.fotobabble.com) ( Creates podcasts based on pictures)  
[www.bubbl.us](http://www.bubbl.us) ( course expectations; mindmaps)  
[www.ppodomatic.com](http://www.ppodomatic.com); [www.soundcloud.com](http://www.soundcloud.com), [www.voices.com](http://www.voices.com) ( podcast audio)  
[www.issuu.com](http://www.issuu.com), [www.calameo.com](http://www.calameo.com) (It improves assignment presentation, making them more dynamic)  
[www.slideshare.com](http://www.slideshare.com), [www.google.doc](http://www.google.doc) (presentations)  
[www.youtube.com](http://www.youtube.com), [www.vimeo.com](http://www.vimeo.com) ; mobile app: social cam (video curriculum)

Mural-ly, <https://mural.ly/>

photovisi collages (visionary panel ) <http://www.photovisi.com/>

Tagxedo word clouds (values) <http://www.tagxedo.com/>

*More:*

<http://www.mediatools12.blogspot.com.es/>

Check any MOOC (Massive on line open course from Harvard, Stanford or MIT University )