

1. OVERVIEW

Subject Area	People Management
Degree	Bachelor's Degree in Business Analytics
School/Faculty	Social and Communication Sciences
Ac. Year	Third
ECTS	6
Type	Compulsory
Language(s)	Spanish/English
Delivery Mode	On campus
Term	First semester (5th)
Academic Year	2024-2025
Coordinating professor	Ginevra Musicco

2. INTRODUCTION

Students of the Business Analytics Degree offered by Universidad Europea are required to study People Management.

As part of this subject, students will develop a comprehensive understanding of the human resources department or division and the role it plays in modern organisations. Since graduates of this degree course will, at different stages of their professional careers, either appraise or be appraised in the context of recruitment process, performance reviews, etc., their professional development will be permanently and closely tied to the content of this subject.

The success of an organisation depends on its ability to manage human capital. As such, this subject rigorously examines various aspects of the task of coordinating and managing people within an organisation. It examines how HR management can underpin the strategy of an organisation that is seeking to optimise performance and boost the wellbeing of its members. Specifically, it addresses all essential HR policies and practices within an organisation, such as recruitment, development, performance appraisal, retention and termination of employment.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by the acronym in Spanish):

- **CB4** - Students will be able to present information, ideas, problems and solutions to both specialist and non-specialist audiences.

Cross-curricular skills (CT, by the acronym in Spanish):

- **CT7 - Leadership:** Be able to direct, motivate and guide others by identifying their skills and abilities, in order to effectively manage their development and common interests.

Specific skills (CE, by the acronym in Spanish):

- **CE06** - Ability to identify and understand the HR department of a business, implement various tools at hand to manage the department, and recognise the primary methods it uses to liaise with other departments.
- **CE24** - Ability to identify information needs, depending on the stated objectives of the task in question.
- **CE30** - Ability to work and thrive in multidisciplinary and multicultural teams, while processing information from various sources to achieve the best possible result.

Learning outcomes (RA, by the acronym in Spanish):

- **RA1:** Students will be able to understand and apply the basic concepts of HR management in businesses.
- **RA2:** They will learn the primary functions of the HR division such as: organisation of work, planning, recruitment and selection, remuneration policy, talent management and aspects of diversity management and termination of employment processes.
- **RA3:** They will be taught how to produce a general personnel plan aligned with the organisation's strategic vision.

The following table shows how the skills developed in the course match up with the intended learning outcomes:

Skills	Learning outcomes
CB4, CE06, CE24 and CE30.	RA1: Students will be able to understand and apply the basic concepts of HR management in businesses.
CB4, CT7, CE06 and CE24.	RA2: They will learn the primary functions of the HR division such as: organisation of work, planning, recruitment and selection, remuneration policy, talent management and aspects of diversity management and termination of employment processes.
CB4, CT7, CE24 and CE30.	RA3: They will be taught how to produce a general personnel plan aligned with the organisation's strategic vision.

4. CONTENTS

- Topic 1: Strategic HR Management.
- Topic 2: New HR Management Trends.
- Topic 3: Planning and Organising Work.
- Topic 4: Strategic HR Planning.
- Topic 5: New Employee Induction Processes: Recruitment and Selection.
- Topic 6: Remuneration and Benefits Systems.
- Topic 7: Managing the Termination of Employment Process.

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Lectures.
- Case studies.
- Collaborative learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

Type of learning activity	Number of hours
Tutorials	10
Lectures	31
Asynchronous lectures	11
Debates and discussions	10
Case study analysis	25
Written reports and essays	14
Independent assignment	45
Knowledge test	4
TOTAL	150 h

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

Assessment system	Weighting
On-campus knowledge tests	25-50%
Oral presentations	5-10%
Reports and written work	15-35%
Case studies/problem scenarios	25-35%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment activities, including the deadlines and assessment procedures for each activity.

7.1. Ordinary exam period

To pass the course in the ordinary examination period you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject area.

In any case, you must achieve a grade greater than or equal to 4.0 in the final assessment so this can be used for the average with the other activities.

7.2. Extraordinary exam period (resits)

To pass the course in the ordinary examination period you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject area.

In any case, you must achieve a grade greater than or equal to 4.0 in the final assessment so this can be used for the average with the other activities.

Activities not passed in the ordinary exam period, or those not delivered, must now be delivered after having received the relevant corrections to them by the lecturer.

8. TIMELINE

The timeline with delivery dates of assessable activities in the subject area is indicated in this section:

Assessable activities	Date
Analysis of comments on RD 28/2020 on remote work	First fortnight (Adjustable)
Resolving questions about hiring.	Second fortnight (Adjustable)

Staging of a trial on contract termination.	Third fortnight. (Adjustable)
Development of a work calendar.	Third fortnight. (Adjustable)
Payroll preparation.	Fourth fortnight. (Adjustable)
Preparation of a human resources budget.	Fifth fortnight (Adjustable)
Presentation of a practical case.	End of the course.

The timeline may be subject to modifications for logistical reasons of the activities. Students will be informed of any changes in due time and course.

9. BIBLIOGRAPHY

The recommended bibliography is indicated below:

- ADAIR, J. (2009). Effective motivation: how to get the best results from everyone. London: Pan Books, cop.
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- ALBIZU GALLASTEGUI, E. (2011). Dirección estratégica de los recursos humanos: teoría y práctica. Madrid, Pirámide, D.L., 2a. ed.
- BAGUER, A. (2011). Dirección de personas. Un timón en la tormenta. Cómo implantar con sencillez, de forma práctica, la dirección de personas en la empresa. Madrid: Díaz de santos.
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- BONACHE, J., CABRERA, A. et al. (2010). Dirección de personas: evidencias y perspectivas para el siglo XXI. Madrid: Pearson Educación.
- BOUDREAU, J., RAMSTAD, P. (2007). Beyond HR: the new science of human capital. Boston: Harvard Business School Pub.
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- DECENZO, D., ROBBINS, S. (2007). Fundamentals of Human Resource Management (9th Ed.). USA: John Wiley & Sons.
- DESSLER, G. (2013). Human Resource Management (13th Ed.). USA: Pearson.

- DOLAN, S., Valle Cabrear, R., Jackson, S. (2007). La gestión de Los Recursos Humanos. 3ª Edición Mc Graw Hill.
- IVANCEVICH, J., KONOPASKE, R. (2013). Human Resource Management (12th ed.). NY: McGraw-Hill.
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- NOE, R., HOLLENBECK, J., GERHART, B., WRIGHT, P. (2016). Human Resource Management. Gaining a competitive advantage (10th Ed.). USA: McGraw-Hill Education.
- WREN, DANIEL A. (2008). Historia de la gestión. Barcelona, ediciones del Belloch.

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI in Spanish) offers support throughout your time at university to help you with your academic achievement. Other cornerstones of our educational policy are the inclusion of students with special educational needs, universal access in all our university campuses and equal opportunities.

This ODI unit offers students:

1. Support and monitoring through counselling and personalised student plans for those who need to improve their academic performance.
2. Curricular adaptations to uphold diversity, with assistance for those students who require specific educational support, leading to equal opportunities without significant changes to methodology or evaluation.
3. We offer students a range of extracurricular educational resources to reinforce skills which will enhance their personal and professional development.
4. Career guidance by giving tools and advice to any students who have doubts about their career or think that they have chosen the wrong degree.

Students who need educational support can contact us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the surveys area of your virtual campus or by email.

Your opinion is essential to improve the quality of the degree.

Many thanks for taking part.