



3rd MODULE KEY POINTS (150 HOURS)

Suggestion by INFOR ELEA - Italy
Liverpool, 10th May 2017



pacemaking the education & employment

PARTNERI PROJEKTA



Pučko otvoreno
učilište Koprivnica



Financirano sredstvima programa
Europske unije Erasmus+

www.p-ee.eu



MODULE 3 - Human Resources Management: research, analysis, planning and implementation

1. INTRODUCTION TO HUMAN RESOURCES MANAGEMENT

CONTENT:

The main concepts of Human Resources Management

Human resources as strategic factor

People or machine?

Trained or still to trained?

OUTCOMES:

Basic acknowledgment about people management

HOURS: 8 (6 Lectures + 2 Exercises)



MODULE 3 - Human Resources Management: research, analysis, planning and implementation

2. SEARCHING TOOLS

CONTENT:

Introduction to general searching tools

Job analysis

Recruiting

Interviews

Tests and questionnaires

OUTCOMES:

List of tools for searching candidates

HOURS: 16 (12 Lectures + 4 Exercises)



MODULE 3 - Human Resources Management: research, analysis, planning and implementation

3. SUPPLY AND DEMAND

CONTENT:

Market analysis: local, national and international

Home based job

Demanded and offered skills

Internal and external resources

OUTCOMES:

Skills to read, understand HR Market (supply and demand)

HOURS: 16 (12 Lectures + 4 Exercises)



MODULE 3 - Human Resources Management: research, analysis, planning and implementation

4. ROLES

CONTENT:

The organizational chart

Roles and Rules

How to improve internal relationships

OUTCOMES:

Tools to create procedures and instructions for the best organizational chart

HOURS: 12 (10 Lectures + 2 Exercises)



MODULE 3 - Human Resources Management: research, analysis, planning and implementation

5. INTELLECTUAL CAPITAL

CONTENT:

Definition and meaning of Intellectual Capital

Performance evaluation

Portability of Intellectual Capital

Intellectual and Relational Capital

OUTCOMES:

Ability to recognize Intellectual Capital and tools to improve it

HOURS: 20 (16 Lectures + 4 Exercises)



MODULE 3 - Human Resources Management: research, analysis, planning and implementation

6. COMMUNICATION CHANNELS

CONTENT:

Introduction to Communication inside companies

Face to face vs written vs digital communication

Tools, training and written rules about communications

No-written rules (habits, best practices)

Communication to External

OUTCOMES:

Rules and tools of Communication Channels inside companies

HOURS: 16 (12 Lectures + 4 Exercises)



MODULE 3 - Human Resources Management: research, analysis, planning and implementation

7. TRAINING AND MOTIVATION

CONTENT:

The strategic roles of lifelong learning

The art of motivation

Fringe benefits

OUTCOMES:

List of suggestion to improve motivation or Human Resources

HOURS: 16 (12 Lectures + 4 Exercises)



MODULE 3 - Human Resources Management: research, analysis, planning and implementation

8. TACTICAL AND STRATEGIC PLANNING

CONTENT:

Planning for not losing control

Strategic involvements and strategic decisions

Long term vision of activities

OUTCOMES:

Practical instruments and case histories for planning HR activities.

HOURS: 20 (16 Lectures + 4 Exercises)



MODULE 3 - Human Resources Management: research, analysis, planning and implementation

9. IMPLEMENTATION OF THE PROGRAM

CONTENT:

Introduction to implementation of the program

The technical system

The business system

The social system

The cross-system cooperation

OUTCOMES:

Knowledge and skills of understanding, choosing and integration of the right system

HOURS: 16 (12 Lectures + 4 Exercises)



MODULE 3 - Human Resources Management: research, analysis, planning and implementation

10. ACHIEVING CHANGE

CONTENT:

Ability to change models and activities

Cultural changes

Suggest changes

Becomin better through changes

OUTCOMES:

Tools to manage changing

HOURS: 10 (8 Lectures + 2 Exercises)



MODULE 3 - Human Resources Management: research, analysis, planning and implementation

MAIN SOURCES

- *Executive Master in People Management by INFOR ELEA*
- *Human Resource Management by Jackson, J.H (2003).*
- *Psicologia manageriale. La gestione strategica delle risorse umane by Maurizio Agnesa (2005)*
- *Quanto vale il capitale intellettuale di un'azienda? by Paolo Magrassi (2002)*
- *Social Media Recruitment: How to Successfully Integrate Social Media into Recruitment Strategy by Andy Headworth (2016)*
- *Other internal documents and notes by INFOR ELEA*