

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

*Number of sessions: 14*

*Length of each session: 3 h 40 m.*

*Total length of the seminar: 45 hours*

*Includes Individual Counselling & Guidance*

### **COURSE DESCRIPTION**

The objective of this course is to enable students to find their place in organizations by developing the appropriated 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 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 reflection 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 later may act as a focus group from the worldwide marketplace.

### **APPROACH:**

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

Introduce students to the latest 2.0 technologies.

Combines Career Exploration and Job Searching with Marketing tools such as the Marketing plan and Personal Branding concept.

Guest speakers (Human Resources Managers and Recruiting Managers) will be invited to class.

The instructor will work closely which each student.

The professor enhances networking within the classroom as an essential tool for their professional development.

## INSTRUCTIONAL FORMAT

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-playings, guest speakers and active class participation.

## REQUIREMENTS

- Fluent in 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.

## CONTENTS

1. Student Expectations
2. Syllabus Review and Grading Methods
3. What is success for me?
4. Learning to learn
5. Life trajectories
6. Mentoring and coaching
7. Creativity as a core competence
8. The hiring process from the company perspective
9. Assessment Centers and Development Centers
10. The Marketing plan Scheme
11. The Personal Marketing plan
  - 11.1. Discovering my mission, vision, and personal values
  - 11.2. SWOT analysis
    - 11.2.1. Self-assessment
    - 11.2.2. Market analysis: Researching your occupation and career exploration
  - 11.3. Objectives
  - 11.4. Strategy
    - 11.4.1. Segmentation (Target Market) and Positioning (Your brand in the customer mind)
    - 11.4.2. Marketing Mix: The 4 P's
      - 11.4.2.1. Product: Personal Branding. Your value proposition
      - 11.4.2.2. Placement (job search channels): Networking.
        - 11.4.2.3. Promotion (résumé or curriculum vitae, video curriculum, cover letters and follow-up letters, narratives based on competencies...)  
The job interview
      - 11.4.2.4. Price (your salary)
12. Tutorials
13. Employment Trends and 21<sup>st</sup> Century Jobs

14. Getting the best from you Study Abroad Experience
15. Ethics and Corporate Social Responsibility
16. The entrepreneurship culture and competencies
17. Social entrepreneurship and social innovation

## COMPETENCIES DEVELOPED

Creativity, Tech savvy, Critical thinking, Decision making, Problem solving, Teamwork, Initiative, Ethics, Excellence , Flexibility and adaptability, Cross cultural competence , Resilience, Ambiguity tolerance, Sense of humor, Accountability, Self-esteem, Tolerance to frustration, Self-awareness, Social-awareness, Emotional self-control, Optimism, Achievement orientation, Influence, Communication and Building bonds.

## GRADING

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.

Class-participation	20%
Blog (learning journey)	20%
Final Presentation	60%

## BIBLIOGRAPHY

### Required Readings

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

Sheshunoff Information Services. (Jan 2011). “Developing a marketing plan” Chapter 6. *Bank Marketing Manual*.

Guide to writing a marketing plan.

(2009) “Life designing: a paradigm for career construction in the 21th century”. *Journal of Vocational Behavior* 75. pp. 239–250

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

Hubert K. Rampersad. (July 2008). “A new blueprint for powerful and authentic personal branding”. *Performance Improvement*, vol. 47, no.6. pp. 34-37.

Elmore, Leighe. ( March 2010). “Personal branding 2.0”. *Woman in Business*. pp. 12-14.

Bence, Brenda. “Top ten secrets to mastering your brand”. *American Salesman*. pp. 22-25.

Dave Zielinski.(July 2012). “The virtual interview“. HR magazine. pp. 55-57.

Remillard, Brad. “Skills and experience are irrelevant when hiring“. National Reserarch Bureau. pp. 13-14.

Gallo, Carmine. “The presentation secrets of Steve Jobs“. pp. 1-11

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.

Suzanne A. Nasco, Lisa-Jane Perraud, Dennis G. Nasco, “ International business study abroad: a discussion of the value of such trips, whom to partner with, and how students can benefit “.MMA Fall Educators’ Conference – 2007. pp. 51-52.

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

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