

### 15. Management of human capital

Subject code		Subject name	<b>Management of human capital</b>	
<b>Field of study</b>			<b>Economics - second degree studies</b>	
<b>Type of subject or module</b>			C. Moduł kształcenia kierunkowego	
<b>Profile of education (studies)</b>	practical			
<b>Semester</b>	2			
<b>Coordinator of the subject</b>				
<b>Class facilitators</b>				
<b>Language of the classes</b>	Polish			
<b>Hourly dimension of classes and student work</b>				
			Full-time studies	Part-time study
1. Lectures (joint participation of academic teachers and students)			15	9
2. Other forms (joint participation of academic teachers and students)			45	27
<b>Together 1+2</b>			<b>60</b>	<b>36</b>
3. Internships (conducted independently by students)			—	—
4. Student's own work (including homework and design work, preparation for the credit/examination)			15	39
<b>Together 3+4</b>			<b>15</b>	<b>39</b>
<b>SUM 1+2+3+4</b>			<b>75</b>	<b>75</b>
<b>Total ECTS credits according to study plan</b>			<b>3</b>	<b>3</b>
<b>Preliminary and additional requirements</b>				
Subject included (passed) Development, communication and human resources in the organisation				
<b>Description of learning outcomes for the subject</b>				
	DESCRIPTION OF THE LEARNING OUTCOME IN QUESTION			<b>SYMBOL EKK</b> <b>(reference to directional</b>

		<b>learning outcomes)</b>
	<b>has the knowledge - knows and understands:</b>	Directional effect code
	diverse, complex organisational solutions applied in the area of human capital management	EK.II_W05
	<b>has the following skills - is capable, can:</b>	
	develop a strategic plan for the employee team (organization) and manage its work, including the implementation of complex and unusual professional tasks in variable and unpredictable conditions	EK.II_U11 EK.II_U12
	apply methods and techniques that shape and develop human resources in the organisation	EK.II_U11 EK.II_U14
	<b>has the following social competences - is aware and ready to:</b>	
	to critically assess your knowledge and the content you receive	EK.II_K01
<b>Learning objectives</b>		
<p>Strengthening knowledge of human capital management</p> <p>Developing skills in the practical application of methods, concepts and management of human capital and strategic human resource management</p> <p>Development of attitudes oriented towards implementation of tasks in the field of economy (management)</p>		
<b>Educational content</b>		
<b>Lectures:</b>		
<ul style="list-style-type: none"> <li>– Human capital management models. Intellectual capital of the organization.</li> <li>– Human capital of an organization. Plans of human capital management.</li> <li>– Labour market analysis and employment planning. Recruitment and selection of employees (types and methods of recruitment, selection stages, tools used in selection of candidates).</li> <li>– Employee evaluation (periodic evaluation system, methods of employee evaluation). Employee motivation: motivation and remuneration systems (remuneration system functions, types of remuneration, effective remuneration systems).</li> <li>– Strategic human resources management - features and models. Plans (spheres) of strategic human resources management.</li> </ul>		
<b>Other forms of activities:</b>		

- Ethical aspects of human capital management. Team management: roles in a team, stages of development of an employee team, cooperation, leadership and leadership styles, delegation of powers. Description of the job position and its application in the personnel policy of the organization. Analysis and evaluation of work
- Recruitment and selection methods: methods of conducting interviews, categories of tests used in the selection of candidates, assessment centre and others. Competence management and employee development (training, coaching, mentoring, etc.) . Modern tools for periodic employee evaluation (development centre, 360° evaluation, etc.)
- Motivation and remuneration systems. Derecruitment and outplacement of employees. ZZL in corporations - case studies. ZZL in small and medium enterprises - case studies. IZL in public sector - case studies.
- Employer branding models. Spheres of interest of employer branding. Internal and external employer branding. Types of employer branding campaigns
- Building the employer's brand and offer. EVP, EB strategy and employer of choice. Building employer branding strategy. Organization as the employer of choice.
- Strategic human resources management in public administration.

### **Recommended literature**

#### **Basic:**

- Armstrong M., Strategiczne zarządzanie zasobami ludzkimi, Wolters Kluwer, Warszawa 2010
- Kozłowski M., Employer branding. Budowanie wizerunku pracodawcy krok po kroku, Wolters Kluwer, Warszawa 2016
- Król H., Ludwiczynski A., Zarządzanie zasobami ludzkimi, Wydawnictwo Naukowe PWN, Warszawa 2017
- Reilly P., Williams T., Strategiczne zarządzanie zasobami ludzkimi. Rozwijanie potencjału organizacji dzięki funkcji personalnej, Wolters Kluwer, Kraków 2009
- Rogozińska-Pawelczyk A., Gospodarowanie kapitałem ludzkim, Wydawnictwo Uniwersytetu Łódzkiego, Łódź 2015
- Rostkowski, T., Strategiczne zarządzanie zasobami ludzkimi w administracji publicznej, Wolters Kluwer, Warszawa 2012
- Wawrzyńczak-Jędryka B., Human Resources, Wolters Kluwer, Warszawa 2011
- Armstrong M., Zarządzanie zasobami ludzkimi, Wolters Kluwer, Warszawa 2011

- Wojtaszczyk K., Employer branding czyli zarządzanie marką pracodawcy. Uwarunkowania, procesy, pomiar, Wydawnictwo Uniwersytetu Łódzkiego, Łódź 2012
- G. Dessler, Human resources management, Pearson, 2010.
- Ch. Sripada, Leading Human Capital in the 2020s: Emerging Perspectives Kindle 2020.

**Supplementary:**

- Filipowicz G., Zarządzanie kompetencjami: perspektywa firmowa i osobista, Wolters Kluwer, Warszawa 2016
- Golnau W., Kalinowski M., Litwin J., Zarządzanie zasobami ludzkimi, CEDEWU Warszawa 2007
- Lipka A., Król M., Gospodarowanie wielopokoleniowym kapitałem ludzkim, CeDeWu, Warszawa 2017
- Młodzikowska D., Lunden B., Pracownicy: praktyczny poradnik dla pracodawcy, Wydawnictwo BL Info Polska, Warszawa 2013
- Padzik K., Ocena zintegrowana – Assessment i Development Center, Wolters Kluwer, Warszawa 2016
- Sidor-Rządkowska M., Zarządzanie personelem w małej firmie, Wolters Kluwer, Warszawa 2010
- Sidor-Rządkowska M., Zarządzanie zasobami ludzkimi w administracji publicznej, Warszawa 2013

Methods and forms of conducting classes	Yes (X) / no
Lecture with multimedia presentation of selected issues	
Conversion lecture	
Problematic lecture	X
Informational lecture	X
Discussion	X
Working with the text	
Case study method	X
Problem-based learning	X
Teaching/simulation game	X
Exercise method	
Workshop method	X
Design method	

Multimedia presentation	
Audio and/or video demonstrations	X
Activation methods (e.g. "brainstorming", SWOT analysis, decision tree technique, "snowball" method, "thought maps" construction)	
Group work	X
Individual work with a student (including tutoring)	
Hospitality of classes conducted by teachers or other students	
Independent running of classes with children (pupils, alumni)	
Others (what?) - .....	
<b>Methods and forms of verification of learning outcomes</b>	<b>Yes (X) / no</b>
Written examination	X
Oral examination	
Written credit at the end of classes	
Oral credit at the end of classes	X
Written intersemesterly colloquium	
Intermediate oral colloquium	
Test	
Essay	X
Report	
Multimedia presentation	
Participation in the debate	X
Product design or manufacture	
Laboratory activity reports	
Others (what?) - .....	
<b>Remarks by the facilitator</b>	
<b>Scale of marks and way of establishing marks</b>	
The scale of the ratings: insufficient (2) sufficient (3) sufficient plus (3.5)	The evaluation is based on the following scale: Less than 55.00 % - grade 2 55.00 % or more - rating 3 60.00 % or more - rating 3.5

good (4)	70.00 % or more - rating 4
good plus (4.5)	80.00 % or more - rating 4.5
very good (5)	90.00 % or more - rating 5