

Human Resource Management Code <i>N-B-GESZK_SZV-E01</i> or <i>GESZK ERASMUS016</i> (full-time)					
Emberi erőforrás menedzsent					
Responsible unit (institute/department): Institute of Economics and Management Sciences	Number of lessons per week/semester: Full-time: 2/24 Part-time:	Credit value: 6		Prerequisites: -	Prerequisite for exam: -
Lecturer in charge of the subject: Dr. Klara Tatar-Kiss	Type of course: compulsory/ compulsory <u>elective</u> / elective/ criterion	Recommended semester: -	Semester in which the course is offered: Autumn	Language of instruction: <u>Hungarian</u> / <u>English</u> / German/ ...	Type of evaluation: <u>exam (colloquium)</u> / term mark/ basic exam/ comprehensive exam/report/ signature/graded signature
Lecturer(s): Dr. Klara Tatar-Kiss					Method of evaluation: written/ oral/ <u>oral and written</u>
Description of professional content and purpose of the course:					
<p>Students should acquire comprehensive, system-level knowledge about the factors influencing human resource management (HRM) strategy, become familiar with the modern strategic model based on resource-based corporate theory that emphasizes the role of HRM, and understand the impacts of digitalization and artificial intelligence. To support effective human resource management, the course provides opportunities for practical application of knowledge and for deepening understanding through experiential learning. Upon successful completion of the course, students will be able to represent the importance of human resource management at the corporate level and initiate and implement effective changes in the field of human resources.</p>					
Short outline, description of acquired knowledge, skills and competences:					
<p>This course provides students with a comprehensive understanding of Human Resource Management (HRM) as a strategic and proactive function within organizations.</p> <p>Key topics include:</p> <ul style="list-style-type: none"> • Strategic HRM and its alignment with organizational goals • The Ulrich model and evolving HR roles • Workforce planning and talent acquisition strategies (e.g. hackathons, crowdsourcing) • Digital and AI-based HR tools (e.g. chatbots, mobile apps) • Flexible employment and virtual work arrangements • Employer branding and employee experience in the digital age • Performance appraisal, knowledge and talent management • Gamification, non-cognitive (HECI) competencies, and change management • Career development, including female career models and employee satisfaction tools <p>Acquired competences:</p> <ul style="list-style-type: none"> • Knowledge: Students gain insight into strategic HRM models, digital transformation in HR, and the impact of AI on workforce management. • Skills: They develop the ability to design and implement HR strategies, apply digital tools in HR processes, and manage organizational change. • Attitudes: The course fosters a proactive, ethical, and innovation-oriented mindset. • Autonomy and Responsibility: Students become capable of independently managing HR initiatives and contributing to strategic HR decisions within organizations. 					
Requirements during the semester and teaching methods:					

Students are expected to attend classes regularly in accordance with university regulations and complete all assigned tasks during the semester. The course is delivered through a combination of lectures, case studies, group discussions, and practical application.

Compulsory sources/reading, bibliography, available sources for the acquisition of knowledge, skills and competences:

Armstrong, Michael & Taylor, Stephen. Armstrong's Handbook of Human Resource Management Practice: A Guide to the Theory and Practice of People Management. 16th edition, Kogan Page, 2023. ISBN: 978-1398606630.

Recommended additional sources/reading:

Ulrich, David, Wayne Brockbank, Jon Younger, Mark Nyman, and Justin Allen. HR Transformation: Building Human Resources from the Outside In. McGraw-Hill Professional, 2009. ISBN: 978-0071664912.

Zhai, Yuming; Zhang, Lixin; Yu, Mingchuan. AI in Human Resource Management: Literature Review and Research Implications. Journal of the Knowledge Economy, Vol. 15 (2024), pp. 16227–16263. DOI: 10.1007/s13132-023-01631

Where AI Can — and Can't — Help Talent Management. Jessica Kim-Schmid & Roshni Raveendhran. Harvard Business Review, October 13, 2022.

Exam topics and/or questions:

The exam will assess students' understanding of strategic human resource management and its integration with corporate strategy. Key topics include the Ulrich model and HR roles, workforce planning, talent acquisition methods, digital and AI-based HR tools, flexible employment, employer branding, performance appraisal, talent and knowledge management, career development, and employee motivation strategies.

a) Knowledge

- Understands the structure and operation of business organizations and their environment
- Has strategic and operational knowledge of human resource management
- Aware of digital and AI-based tools used in HR processes

b) Skills

- Able to develop and evaluate HR strategies aligned with organizational goals
- Applies modern HR methods in recruitment, performance management, and development
- Manages workforce planning and organizational change effectively

c) Attitude

- Demonstrates openness to innovation and digital transformation in HR
- Acts ethically and responsibly in HR-related decisions
- Values employee well-being and supports aligning individual and organizational goals

d) Autonomy and Responsibility

- Independently plans and implements HR initiatives
- Takes responsibility for HR decisions with strategic impact
- Capable of contributing to HR leadership and organizational development

Notes (e.g. special device, student number limits):