

**MBA Full-Time
Year 2
Master of Business Administration**

Titre du Cours :	International Human Ressources Management (G2MBA421)
Course Title:	
Heures :	20h
Lecture hours:	
ECTS Credits:	2

➤ **PRE-REQUIS-PRE-REQUISITE**

Some basic Knowledge in HR

➤ **OBJECTIFS PÉDAGOGIQUES DU COURS / LEARNING OBJECTIVES**

Students will become familiar with the traditional HR Management processes, the current paradigm shifts in the global economy that are changing HR management strategy, the concept of global corporate citizenship and its primary role in attracting the top talent and the best people, the principles of personal leadership development, maximizing employee and team potential, and women leadership.

In addition, the instructor will explain and discuss in detail the principles to ensure maximum employee satisfaction and optimum collaboration, the principles behind hiring the right people, the rules of transparency and meritocracy and their benefits for profit maximization.

After completion of the course, students will become equipped with the cutting edge tools, best practices, mindsets, processes and strategies to master Strategic HR Management in the next decade and to cope with the paradigm shifts in the global economy affecting Strategic HR Management in the next five to ten years.

The course will include lectures, class discussions, interactive group work, short video clips and case studies.

➤ **CONTENU DU COURS / DESCRIPTION OF THE COURSE**

The focus of Strategic HR Management is on the new strategic approaches companies have to take to successfully attract the top talent and the best people, and the choices they face to remodel their corporate DNA and internal corporate structure to enable their employees to function at an optimum level and maximise profits in the next 5 10 years.

This course is of high relevance for both marketing and finance majors.

➤ **LISTE DES SUJETS OU RESUME DES SÉANCE/ TOPICS OF EACH SESSION OR SUMMARY OF THE COURSE**

Session 1

Theory Lecture and Discussion: Traditional HR management and current paradigm shifts in the global economy

- 1) The traditional approach to human resource management: Industrial and salaried model, focus on functional activity and process orientation, and control activities.
- 2) The current paradigm shifts in the global economy influencing the expectations of top talent.
- 3) The core values responsible for attracting the best employees today and in the next decade.

Case Discussion : Toyota - How HR caused Toyota to crash

Session 2

Theory Lecture and Discussion: Global Corporate Citizenship

- 1) Corporate citizenship as the primary factor in attracting talent.
- 2) The role of purpose driven business.
- 3) Ideal value creation for businesses and organizations.

Case Discussion: Tesla: How profit as a nonprimary goal leads to higher market capitalization.

Session 3

Theory Lecture and Discussion: Leadership

- 1) Personal leadership development (PLD).
- 2) Maximizing the potential of the individual employee and the potential of the team.
- 3) Corporate leadership.
- 4) Women leadership.

Case Discussion: Silicon Valley's fastest growing women-led Companies

Session 4

Theory Lecture and Discussion: Employee satisfaction and optimum collaboration

- 1) The role of the employee as the new corporate entrepreneur.
- 2) The principles behind hiring the right people and the rules of transparency and meritocracy.
- 3) Employee satisfaction: Empowering others to perform.

*Case Discussion: Zappos: How the focus on total employee satisfaction translates to total consumer satisfaction.
Bridgewater and its total transparency principle.*

Session 5

Theory Lecture and Discussion: Outlook Key factors of strategic HR management in the next 5 10 years

1) Key factors of strategic HR management in the next 5 10 years

➤ METHODES D'EVALUATION (CONTROLE CONTINU) / EVALUATION AND GRADING

PLEASE FILL

- Présence/participation : 10%
- Exam 1 (90mn): 40%
- Exam2 (90mn): 50 %

➤ REFERENCES BIBLIOGRAPHIQUES / BIBLIOGRAPHY -