



Programme syllabus

School of Business and Economics

Human Resource Management - personalledning och organisationsutveckling, 180 högskolepoäng

Human Resource Management Programme - Personnel Management and Organisational Development, 180 credits

Level

First Level

Date of Ratification

Approved by the Faculty Board within the School of Business and Economics 2018-12-12

The programme syllabus is valid from autumn semester 2019

Prerequisites

General entry requirements and Civics 1b / 1a1 +1a2, Mathematics 2a / 2b / 2c or Civics A, English B, Mathematics B (Field-specific entry requirements 4/A4). General entry requirements as well as English B, Mathematics B and Social Sciences A

Description of Programme

The business community is in high demand for knowledge and skills that would facilitate insight gaining on how HRM is affecting a company's performance and profitability. The aim of the Human Resource Management Program is to provide our business community with business management competencies and the deep understanding of strategic human resource management perspectives. The HRM Program is designed to explore linkages between human resource management and business operations, the company's profitability along with business performance and organizational development. Furthermore, the program seeks to develop learners' understanding on how health issues of personnel interact with the company's effectiveness and efficiency in achieving business targets and, how by employing the concepts of work-life balance individuals can secure individual success and personal well-being. Our graduates emerge in a wide array of principle functions in business and public sectors, focusing daily on the key issues within strategic human resource management, organizational or operational development, quality assurance, and business financing.

Objectives

Degree objectives in accordance with the Higher Education Ordinance:

Knowledge and Understanding

For a Degree of Bachelor the student shall:

- demonstrate knowledge and understanding in the main field of study, including knowledge of the disciplinary foundation of the field, knowledge of applicable

knowledge of the disciplinary foundation of the field, knowledge of applicable methodologies in the field, specialized study in some aspect of the field as well as awareness of current research issues.

Competence and Skills

For a Degree of Bachelor the student shall:

- demonstrate the ability to search for, gather, evaluate and critically interpret the relevant information for a formulated problem and also discuss phenomena, issues and situations critically;
- demonstrate the ability to identify, formulate and solve problems autonomously and to complete tasks within predetermined time frames;
- demonstrate the ability to present and discuss information, problems and solutions in speech and writing and in dialogue with different audiences;
- demonstrate the skills required to work autonomously in the main field of study.

Judgment and Approach

For a Degree of Bachelor the student shall:

- demonstrate the ability to make assessments in the main field of study informed by relevant disciplinary, social and ethical issues;
- demonstrate insight into the role of knowledge in society and the responsibility of the individual for how it is used;
- demonstrate the ability to identify the need for further knowledge and ongoing learning.

Programme-Specific Goals:

In line with the pre-set learning outcomes and the bachelors' degree requirements thus, the mission of the School of Business and Economics:

- demonstrate the ability to apply knowledge within the field of Human Resource Management and organizational development on relevant organizational problems;
- demonstrate the abilities to independently formulate and investigate theoretically and practically relevant research problems within organization theory and Human Resource Management.

Content

Organization

The Degree Programme is offered by the School of Business and Economics.

The Programme Coordinator heads the degree program and carries out an overall responsibility for the programme related matters. She/he is responsible for organizing the programme, the curriculum development and for building strong relations with faculty members within the degree programme, the students and *The Program Council*. Thus, through interaction with representatives of the business community and other stakeholders of interest, for the continuous dialog with a prospective job market.

Programme Overview

The programme comprises 180 credits, whereby at least 90 credits must be obtained in the main field of study - Business Administration. It includes both obligatory and optional courses. The programme is offered on a full-time basis at Kalmar campus. The language of instructions is Swedish however some lectures/courses are given in English. The course literature is in Swedish and/or English.

During the first year, students are introduced to the discipline of Business Administration and the subject areas within. The Human Resource Management perspective is presented at the beginning of the programme allowing participants to converge upon organizational behavior and leadership on their very first course. Further on and throughout the period of one year, the HRM perspective is strengthened by the foundation course in labor law, followed by the course in health-promoting strategic business development.

Then the participants advance their knowledge in business administration even further, followed by the intermediate course in the organizational studies. Thereafter, three different alternatives are offered to the degree program participants for their optional studies: a possibility to engage in a mobility program offered by the School of Business and Economics and/or Linnaeus University, an internship or in the selected optional courses. The optional studies are selected in consultation with, and the intended coursework load for the studies abroad is approved by *the Programme Coordinator*. Optional studies comprise 30 credits.

The final stages of the programme enhance theoretical knowledge in human resource management, organization science and managerial accounting with particular emphasis on applications in the HRM area. The independent thesis project of 15 credits finalizes the programme studies, whereby the empirical study has to be carried out in collaboration with a selected business company.

The Course Outline

YEAR I:

Business Administration I - Organisation and Leadership, 7,5 cr, G1N (mandatory)*,

The course aims to provide its participants with theoretical knowledge and broad perspectives on, and an explanation of, many different aspects of organization and leadership. It is both, classical and more recent contributions in research along with the special focus on gender issues that are embedded across the course's curriculum with the purpose to provide with knowledge and the skills that enable abilities to recognize, to identify and solve organizational problems in practice.

Business Administration I - Marketing, 7,5 cr, G1N (mandatory)*,

The course focuses on the basic principles of marketing of goods and services with an account to different aspects of marketing law, of sustainability and, of social responsibility. Thus, it enables students to acquire essential skills in presentation techniques practice.

Business Administration I - Financial Accounting and Budgeting, 7,5 cr, G1N (mandatory)*,

This course introduces the participants to the principles of budgeting and business accounting systems, thus to their role for a company's operational planning and control. Throughout the course, the participants not only acquire essential knowledge in business accounting and budgeting, but also learn about business accounting practice, laws and regulations, and acquire basic computer literacy skills through business accounting simulation.

Business Administration I - Cost Accounting, 7,5 cr, G1N (mandatory) *

The course introduces to the principals of managerial accounting and its meaning for the business and public sectors. Throughout the course, participants practice the application of gained knowledge through performing simple calculations on capital budgeting and investment appraisal. Furthermore, they conduct a simple analysis of a standard cost deviation and acquire basic computer literacy skills through cost accounting simulations.

Introduction to Labour Law, 15 cr, G1N (mandatory),

The course provides the participants with general insight into the labor legislation and main functions of collective bargaining agreements. The regulations regarding employee and employment protection, co-determination act and union negotiations, anti-discrimination, work environment, working hours and unemployment are the principal reference points throughout the course.

Health Management, 15 cr, G1N (mandatory),

By delving into theoretical and real-world perspectives of strategic human resource management, the course aims to deepen participants understanding in health and work environment management matters. They are introduced to the principles of systematic management of workplace environment, health-promoting theories, salutogenic leadership, and business development. Thus, course participants undertake basic instructions in verbal and written reporting.

YEAR II:

Business Administration II - Financial Accounting, 7,5 cr, G1F (elective) *

This course introduces to concepts of financial accounting and helps in learning technical skills required for preparation and analysis of external financial reporting. After completion of the course, the course participants will be able to record business transactions, to prepare an annual financial statement and to perform simple cash flow analyses. Furthermore, the course enables its participants to read, interpret and apply financial accounting regulations and legislation, thus to acquire an insight into the consolidated statement and reporting as well as into managerial accounting systems.

And,

Business Administration II - Finance, 7,5 cr, G1F (elective) *

Through combining accounting theory and the principles of consolidated accounting, the participants are enabled to gain insight in and develop needed skills for practical application of, advanced managerial accounting.

Or,

Business Administration II - Business Relations, 7.5 cr G1F (elective) *#

The course focuses on how companies and organizations collaborate in order to improve their competitiveness and to deliver value to customers. Thus, it focuses on the business-to-business side of the market. The course provides students with the conceptual tools to analyse and develop strategies for business marketing based on a relationship and network approach.

And,

Business Administration II - IMC and Brand Management, 7.5 cr, G1F (elective)

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This integrated marketing communications and brand management course looks into how to build, measure and manage brand equity. Moreover, it provides students with a theoretical and practical understanding of how to build brands through integrated marketing communication in a global competitive environment.

Business Administration II - Organization, 7,5 cr, G1F (mandatory)*,

The course participants are offered to deepen their knowledge into the subject areas essential to modern leadership and organizational success. The course takes its stance in a reflective approach to the scholarship whereas several reports – individually or in a group, in written or in oral – are carried out on different occasions throughout the course.

Business Administration II - Method and Thesis, 7,5 cr, G1F (mandatory)*,

The aim of the course is to introduce its participants to different academic perspectives and scientific viewpoints, but also to a research process. That is to say, through the application of the various data collection methods and through the exercise of various analytical techniques, the participants are invited to conduct their first research project.

Optional courses – includes studies abroad, 30 cr., (optional)

This semester is dedicated to the optional studies. There are several alternatives available for the degree program participants. The optional study workload can be gained by enrolling a Study Abroad program, by enrolling any optional courses at the Linnaeus University and/or at any other Swedish national higher education institution. Furthermore, during this semester the degree program participants may choose to complete 30 cr. in courses, or by combining a course workload of 15 cr. with the 15 cr. internship.

YEAR III:

Business Administration III - Organization, 15 cr, G2F (mandatory)*

The course emphasizes the central concepts in the organization studies and aims to equip students with skills enabling them to apply organizational research to practice. The course prepares students for managerial or specialist positions that deal with organisational development related tasks.

Human Resource Management - Concepts, Trends, and Strategies, 15 hp, G2F (mandatory)*#,

This course has been designed to enable its participants to focus on and to deepen their understanding in Human Resource Management by exploring key areas including workforce resource strategies, digital transformation and other. Thus, course participants undertake instructions in verbal and written reporting.

Organizational Development, 7,5 cr, G2F (mandatory)*,

The objective of this course, by analyzing the linkages between Human Resource Management and Organizational Development, to enable its participants to acquire knowledge in, and a better understanding of, organizational development and change interventions that they will be encountering in their careers.

Managerial Accounting and Control in Theory and Practice of, 7,5 cr, G1F (mandatory)*,

The objective of the course is to introduce its participants to some of the key concepts, tools, and techniques of management accounting and control. Throughout the course, they learn to apply key instruments and calculation models. They also familiarise with the Swedish pension system structure and learn about its significance for employees as well as for the employers.

Business Administration III - Organization, Degree Project (Bachelor), 15 cr, G2E (mandatory)*,

The degree project (bachelor thesis) course enables degree program participants to explore in detail a topic of interest within the area of organization and/or leadership and to demonstrate in-depth knowledge and competencies. The aim of this course is to develop a research model and design a solution for a selected business problem by formulating a research question and applying fundamental business management concepts. Whereby thesis advisor provides participants with the guidance in the field, consultancy on the research, and feedback on the academic paper writing process. The final report is presented for the opposition and defended at the final seminar.

The curriculum and the study management processes are arranged to offer to degree program participants the best possible educational experiences that can respond to the educational needs of society.

A part of the program course offering is run together with the other educational programs and/or single subject courses at the bachelor level. For this reason, the courses within the curriculum may be rearranged and taught in a different sequence. Furthermore, if approved by *the Programme Coordinator*, the pre-planned courses in the program could be exchanged with any other course within the scope of the subject area, and in compliance with prerequisites of the course, educational goals of the program and the degree requirements at the Linnaeus University.

* course in the main field of study, Business Administration
the course is offered in English.

In accordance with the Higher Education Ordinance, a Bachelor's degree programme of 180 credits in total is obligated to include at least 90 credits of studies in the main field and in a progressive study manner, whereby a degree project of at least 15 credits. For additional information, please see *The Local System of Qualification at Linnaeus University*. Furthermore, if the current curriculum does not include courses that are enumerated as EGHRM, these could be still eligible for a degree diploma. In such a case, if the content of the course is conforming to the current offering, a course replacement can be facilitated.

Societal Relevance

The programme is run in close cooperation with the business and governance communities, e.g. representatives participating in *The Programme Council* and/or giving guest lecturers. Such collaboration provides easy access to and a network of companies, firms, and public organizations.

Therefore, within the scope of optional studies, the degree programme enables real-life experiences and awards 15 credits upon successfully completed internship. Furthermore, all the degree programme participants are highly encouraged to engage with companies, firms, and public organizations even throughout their final degree project.

Internationalization

As mentioned here above, the degree programme offers possibilities for international study experience. During the second year of the programme, the participants are invited to enroll any exchange scheme for *Studies Abroad* within the frame of the collaborative agreements that the School of Business and Economics, as well as the Linnaeus University, has established with many universities abroad.

If preferred, the participants can undertake an international study experience at any other foreign higher education institution that goes beyond the scope of the collaborative agreements.

The programme considers internationalization processes with regard to the international labor market, growing multi-cultural society and, increasing mobility among employees and companies. Therefore, the program highlights EU regulations as well as business internationalization processes. Nonetheless, the degree program features courses and course literature in English that help its participants in their Study Abroad process and/or that facilitates hosting of incoming international exchange students.

Educational Perspectives

The programme participants learn to plan the development of organizational functions in a sustainable way. By employing HRM knowledge they gained throughout the program they will be able to deal with personnel management and organizational development in an economically, culturally, socially and environmentally sustainable manner.

The programme applies the gender perspective that, in line with the ongoing cultural and societal development, reinforces the linkage between the health of the personnel and business success, as well as enables a critical examination of employers' prerequisites and provisions for personnel management.

Quality Development

Continuously improvement of the degree program involves a systematic evaluation of the programme courses. The Programme Coordinator carries the responsibility to analyze evaluation results at the Programme Council and to provide the degree program participants with the feedback. Course evaluations are the subject for LNU archive.

The programme participants participate actively in the programme development processes through the Programme Council and the student-body representatives at the faculty-wide Education Committee.

Moreover, all the degree programmes at the School of Business and Economics are the subjects to quality assessment based on standards that are provided by the Association to Advance Collegiate Schools of Business (AACSB). The Swedish Higher Education Authority (UKÄ) and the national quality assurance scheme systematically assesses all the main subject areas at the School of Business and Economics (SBE).

The SBE-wide educational quality assurance scheme necessitates a periodic quality monitoring of the degree programme, as well as, continuous analysis of course evaluations. Furthermore, the provisions are made to all final-year participants to share their total experiences by participating in the university-wide student experience survey - The Linnaeus Barometer.

Degree Certificate

When the degree programme is completed in accordance with the degree requirements provided by *The Higher Education Ordinance* and *The Local System of Qualification at Linnaeus University* - the graduates are entitled to apply for a *Degree Certificate*.

Upon successful completion of the Human Resource Management Programme - Personnel Management and Organizational Development may obtain the following degree:

*Filosofie kandidatexamen med inriktning mot Human Resource Management
(Huvudområde: Företagsekonomi)*

*Bachelor of Science with specialization in Human Resource Management(Main
Field of Study: Business Administration)*

The Degree Certificate is bilingual (Swedish/English).

The Degree Certificate is accompanied by a Diploma Supplement (English).

Other Information

The eligibility requirements have to be met for the admission to courses within the degree programme. *The Course Plan* provides in detail the prerequisites for each course.