

Course unit title: HUMAN RESOURCES MANAGEMENT

Course unit code: 3-2-37

Type of course unit: compulsory

Level of course unit: first cycle

Year of study: 3st

Semester: 2st

Number of ECTS credits allocated: 3 ECTS

Name of lecturer: José Nascimento

Objectives

Human Resources Management (HRM) in the Business Communication course is directed at studying the dimensions that comprise the course and participation of people in the organizations, within an internal marketing point of view as well as that of business success. It therefore has a significant importance as complement to the nuclear skills acquired in the Business Communication course.

Learning outcomes of the course unit

- Define the main HRM concepts, theories and tools;
- Understand the HR weight in the organizational behaviour and management;
- Manage HR planning, recruitment, selection, qualification, communication, motivation and evaluation processes;
- Direct organization changing processes, from an HR point of view.

Mode of delivery: face-to-face

Prerequisites and co-requisites: none

Recommended optional programme components: none

Course contents

The human resources and the sustainable competitive advantage of enterprises. The human resources function inside the enterprise. Competencies management. People recruitment and selection. Performance evaluation. Reward system. Human resources planning and career management. Organisational development. The change management.

Recommended Reading

- Câmara, P., Guerra, P. e Rodrigues, J. (2003). Humanator – Recursos Humanos e Sucesso Empresarial (6ª Edição). Lisboa: Publicações Dom Quixote.
- Clardy, A. (1995). Managing human resources: exercises, experiments, and applications. NJ: Lawrence Erlbaum Associates, Inc.
- Cunha, M., Rego, A., Cunha, R. e Cabral-Cardoso, C. (2003). Manual de comportamento organizacional e gestão. Lisboa: RH Editora.
- Goleman, D. (1999). Trabalhar com inteligência emocional. Lisboa: Círculo dos Leitores.
- Kouzes, J. e Posner, B. (1994). Credibilidade – como conquistá-la e mantê-la perante clientes, funcionários, colegas e o público em geral. R. Janeiro: Ed. Campus.
- Nierenberg, G. (1997). Não errar é humano. Lisboa: Livros do Brasil.

Planned learning activities and teaching methods: Theoretical-practical lessons

Assessment methods and criteria

- There is no register for presences in classroom;
- Each discipline will have the following assessment:
 - 1 Test in the classroom (20% weighted)
 - 1 or more group or individual work (30% weighted)
 - Participation /attendance (**10%** weighted)
 - 1 Assessment at end of Semester to be fixed in Calendar (**40%** weighted)

Should the student have a grade inferior to 8 (7.5) in the Assessment, he will immediately be given an EXAM.

Language of instruction: portuguese

