HUMAN RESOURCE MANAGEMENT COURSE

THE INTRODUCTION

WELCOME

JOHANNES GOELLNER
Room n. 550 (5th floor)
johannes.goellner@mein
esteuerberatung.at

Consultations:
Fri before HIS lectures
(send an e-mail ahead)

MICHAL JIRÁSEK
Room n. 548 (5th floor)
mijirasek@mail.muni.cz

Consultations:
No regular consultation
hours
(send an e-mail ahead)

HR MANAGEMENT

Both hated…

… and loved

WHY?

TODAY'S LECTURE

1. Introduce yourself

2. Course schedule

3. Course Syllabus

4. Project assignment

5. SWOT analysis

6. Teams

7. Case study

8. The challenge

9. Takeaways

INTRODUCE YOURSELF

- **Switch your seats!**

- **5+5 minute interviews**

  - Name, country, year of study, field of study…
  - Hobbies
  - Expectations from HR Management Course
  - Like/dislike about Brno

- **Introduce each other**

COURSE SCHEDULE

- **Find it in Syllabus**

- **10 lectures with DI. Goellner**

- **3 lectures with me – including this one**

- **Exams**

- **Company visit (Austria) – whole day**

REQUIREMENTS OVERALL

1. **Attendance:**

   - 80 % participation on lectures
   - Required: Mid-term project meeting, Project presentations, Excursion to Austria

2. **Assignments**

   - One during lectures of DI. Goellner
   - Three connected to projects

3. **Final Exam**

   - Handled by me, but made and checked by DI. Goellner

REQUIREMENTS PROJECTS

All assignments are teamwork!

- Division of points by team

Argument using literature (journals, books,…), surveys etc.

1. SWOT analysis + peer feedback
2. Functional strategy + peer feedback
3. Project presentation

SWOT ANALYSIS

What is SWOT analysis?

How it is conducted?

What is important?

Two important parts?

SWOT ANALYSIS

- Not just SWOT matrix

- S/W stem from inside a company, O/T from the outside

- S/W/O/T always relative – what is a benchmark?

- It is analysis – use it in the future strategy!

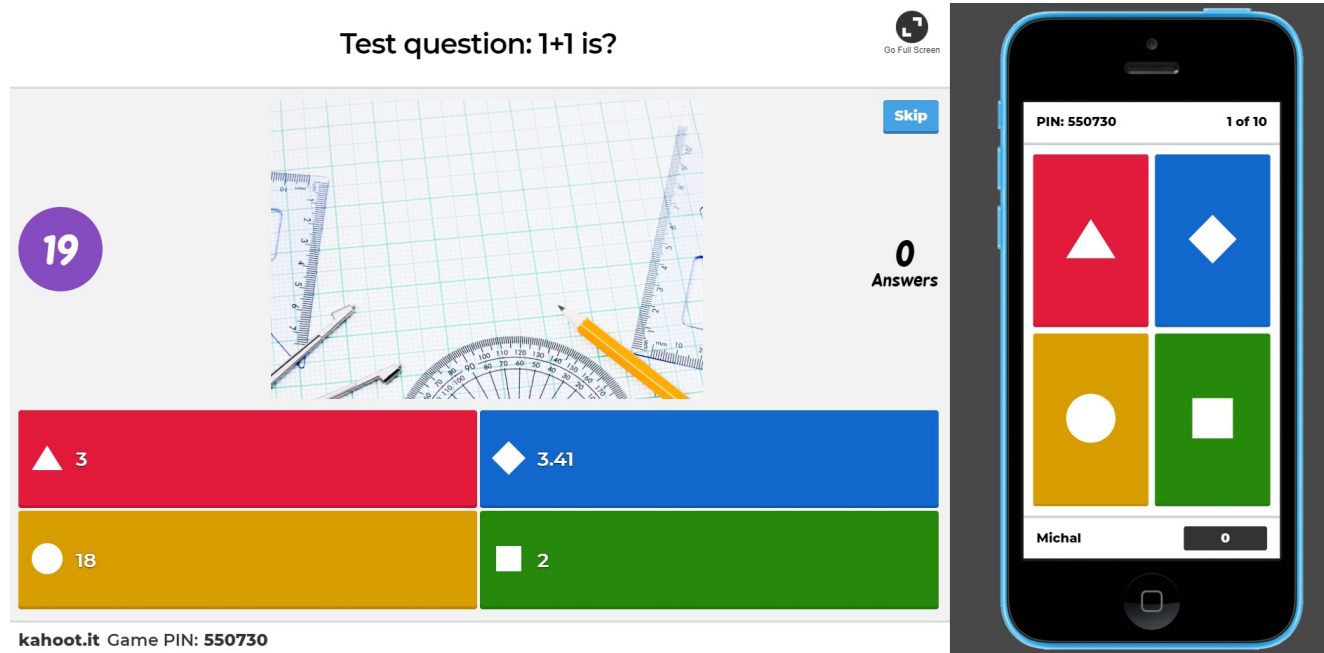- ARGUMENT!

- **SWOT analysis exercise**

LET'S SUMMARIZE

Kahoot!

Game PIN

Enter

LET'S SUMMARIZE

kahoot.it
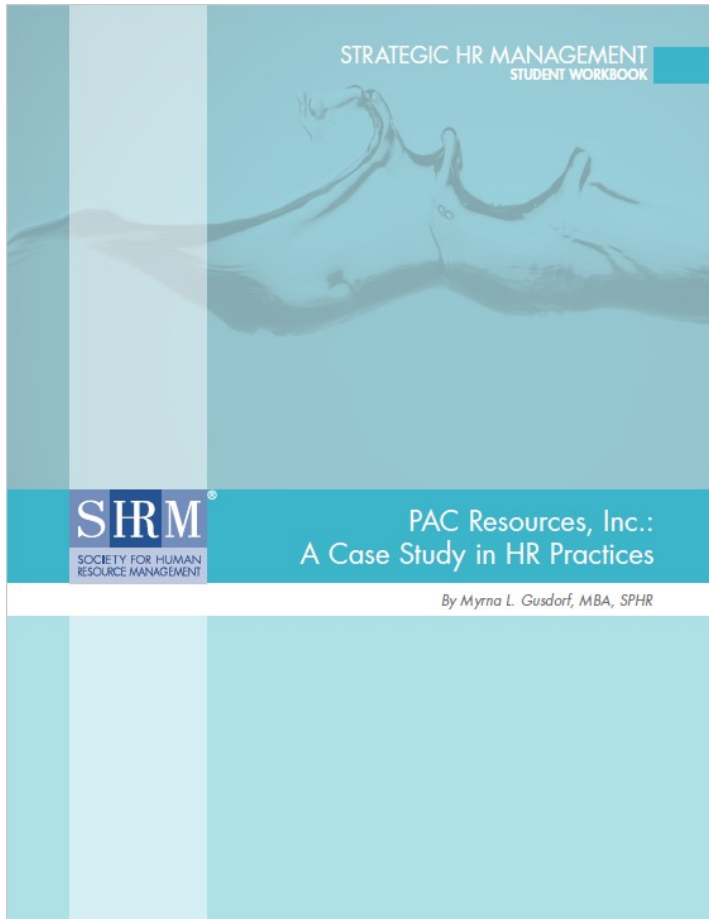
True/False + Multiple answers questions

Time limit

LET'S MAKE TEAMS

Any groups already?

Not having a group, stand up and find one!

Complete team? Write your names on the board!

CASE STUDY

STRATEGIC HR MANAGEMENT
STUDENT WORKBOOK

SHRM
SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

PAC Resources, Inc.:
A Case Study in HR Practices

By Myrna L. Gusdorf, MBA, SPHR
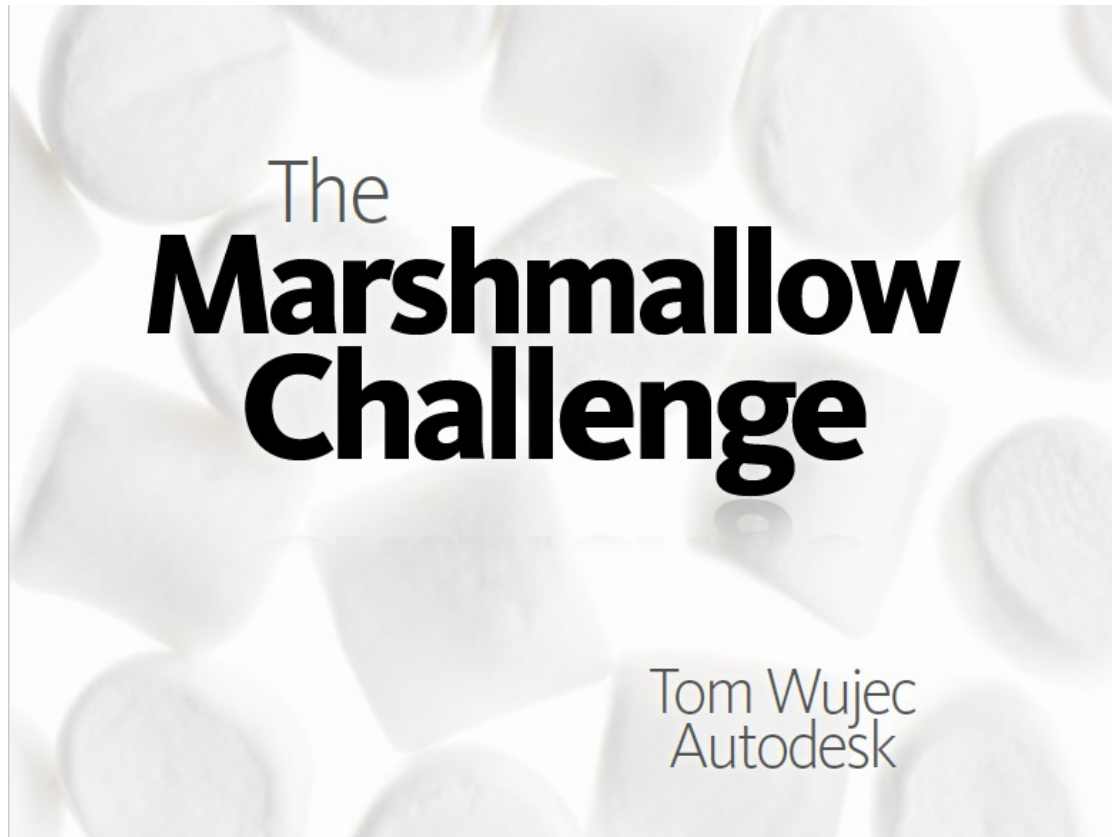
PAC Resources, Inc.

Lot of problems for a new HR team (you!)

US background – take it into account, but no extra deep knowledge required

5 HR teams
- HR Development
- Compensation and Benefits
- Staffing
- Safety and Security
- Employee Relations

THE CHALLENGE

CHOOSE YOUR FUNCTION

HR Development

Compensation and Benefits

Staffing

Safety and Security

Employee Relations

TAKEWAYS

- Requirements > look at Syllabus

- Something not clear > ask a lecturer (mijirasek@mail.muni.cz)

- Next Friday – start of DI. Goellner's lectures

- First deliverable for projects November 1st > set a meeting day for your team!