



Teaching Guide

Teaching Guide				
Identifying Data				2020/21
Subject (*)	Human Resources and Managerial Skills in Fashion Firms	Code	710G03020	
Study programme	Grao en Xestión Industrial da Moda			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	1st four-month period	Third	Obligatory	6
Language	English			
Teaching method	Face-to-face			
Prerequisites				
Department	Empresa			
Coordinador	Alonso Seoane, Maria Jesus	E-mail	maria.alonso.seoane@udc.es	
Lecturers	Alonso Seoane, Maria Jesus Mato Santiso, Vanessa	E-mail	maria.alonso.seoane@udc.es vanessa.mato@udc.es	
Web				
General description				
Contingency plan	<p>1. Modifications to the contents</p> <p>No changes will be made</p> <p>2. Methodologies</p> <p>*Teaching methodologies that are maintained</p> <p>Master class</p> <ul style="list-style-type: none"> - Guided discussion - Tutored works (with personalized attention) (counts in the evaluation) - Personalized attention <p>*Teaching methodologies that are modified</p> <p>The project would be changed for readings that would be exposed online, recording a presentation or using the tool "teams". This theoretical readings would substitute the practices: the project, the profile, etc. The score will keep the same percentage.</p> <p>3. Mechanisms for personalized attention to students</p> <p>Email: Days of class. Used to make inquiries, request virtual meetings to resolve doubts and monitor supervised work.</p> <ul style="list-style-type: none"> - Moodle: scheduled class weekly. They have "thematic forums associated with the modules" of the subject, to formulate the necessary queries. There are also "specific activity forums" to develop the "Directed Discussions", through which the development of theoretical contents of the subject is put into practice. - Teams: 1 weekly session in large group for the progress of the theoretical contents and the supervised works. In the time assigned to the subject in the schedule program. <p>4. Modifications in the evaluation</p> <p>*Evaluation observations:</p> <p>The same percentage will be kept. (50% for the exam, and 50% for the kind of practice which have been possible)</p> <p>5. Modifications to the bibliography or webgraphy</p> <p>The same bibliography would be kept, but could be extended if is necessary, depending on the moment we were lockdown.</p>			

Study programme competences / results

Code	Study programme competences / results
------	---------------------------------------



A3	To develop competencies for interpersonal relations and interaction with external and internal stakeholders (customers, suppliers, media, partners?)
A5	To develop the necessary skills to generate creative and innovative ideas
A12	To have the basic knowledge of English necessary for international business relations (demonstrating a B1 level at minimum)
A14	To acquire a clear perspective of the role of people in organizations, and to know the human resource management tools needed to achieve maximum commitment and performance
A15	To know and to commit to the ethical perspective and values that the fashion industry and its firms must rest upon
A16	To apply sustainability criteria to decision making in the fashion firm (and generally to the fashion industry)
A19	To acquire the capacity to collect, select and analyse information flows; their integration in the information systems and processes of the firm; and their application to strategic and operational decision-making; always from an ethical perspective
B2	That students know how to apply their knowledge to their job or vocation in a professional form, and have the competencies that are usually demonstrated through elaboration and advocacy of arguments and problem resolution within their field of study
B3	That students have the capacity to collect and interpret relevant data (normally within their field of study) in order to issue judgements that include a reflection upon relevant topics in the social, scientific or ethical realm
B4	That students may convey information, ideas, problems and solution to the public, both specialized and not
B5	That students develop those learning skills that are needed to undertake ulterior studies with a high degree of autonomy
B6	Capacity for cooperation, team-work and collaborative learning in interdisciplinary settings
B8	Capacity to plan, organize and manage resources and operations
B9	Capacity to analyse, diagnose and take decisions
B10	Capacity to understand the social and historical-artistic dimension of fashion design and industry, as vehicle for creativity and the quest for new and effective solutions
C1	Adequate oral and written expression in the official languages.
C2	Mastering oral and written expression in a foreign language.
C4	Acting as a respectful citizen according to democratic cultures and human rights and with a gender perspective.
C5	Understanding the importance of entrepreneurial culture and the useful means for enterprising people.
C7	Developing the ability to work in interdisciplinary or transdisciplinary teams in order to offer proposals that can contribute to a sustainable environmental, economic, political and social development.
C9	Ability to manage times and resources: developing plans, prioritizing activities, identifying critical points, establishing goals and accomplishing them.

Learning outcomes			
Learning outcomes	Study programme competences / results		
	A3		
	A5		
	A12		
	A14		
	A15		
	A16		
	A19		
		B2	
		B3	
		B4	
		B5	
		B6	
		B8	
		B9	
		B10	



			C1
			C2
			C5
			C4
			C7
			C9

Contents	
Topic	Sub-topic
Introduction to HR Management	Strategies and functions of the HR Department Main ways to manage HR today
Management by competences	versus management by objectives (differences and advantages) types of competences: core competencies and technical competences. Profile of competences: building the tool and utilities.
Analyzing post of job	How to Obtain Information: Research Methods Profile utilities for DpO and DpC How to present the information
Recruitment and selection	Ways Methods Process
Planning professional career	Planning and its tools Learning and development Competency-based promotion and assessment
Motivation management	Effective leadership Emotional intelligence Coaching and mentoring
Reward and salary	Rationalization and design of salary based on APJ Kinds of rewards

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student?s personal work hours	Total hours
Guest lecture / keynote speech	A14 A15 A16	21	0	21
Collaborative learning	A19 B6 B8 B9 C7	5	10	15
Long answer / essay questions	C1 C2	4	0	4
Research (Research project)	B2 B3 C9	8	32	40
Directed discussion	B10 C4 C5	2	2	4
Oral presentation	B4	2	2	4
Document analysis	B5	3	9	12
Completion exercises	A12	5	0	5
Workbook	A3 A5	6	24	30
Personalized attention		15	0	15

(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
Methodologies	Description
Guest lecture / keynote speech	Explanation of concepts and practices in class
Collaborative learning	Team work Preparation of competence profiles



Long answer / essay questions	Exam of the theoretical part with large or medium-sized questions
Research (Research project)	Analyzing post jobs
Directed discussion	Discussion about reading and / or practical part (depending on the COVID situation)
Oral presentation	Public presentation to the class of their field work and of the tools developed to manage Human Resources.
Document analysis	Exercises and practical cases
Completion exercises	Specific English exercises for Human Resources. The speaking part is related to the directed discussion part.
Workbook	Complementary recommended reading

Personalized attention

Methodologies	Description
Research (Research project) Collaborative learning Directed discussion	Support will be given to each work team so that they put the groundwork to work efficiently as soon as possible. Each team will also be mentored individually for the design of their fieldwork and presentations.

Assessment

Methodologies	Competencies / Results	Description	Qualification
Research (Research project)	B2 B3 C9	Designing a questionnaire or interview to gather information, fieldwork and presentation of the result for use. It is scored in the same percentage of collaborative learning.(50% on the whole)	25
Collaborative learning	A19 B6 B8 B9 C7	Practical work carried out in groups: project of job analysis post, elaboration of profiles, etc.	25
Long answer / essay questions	C1 C2	Essay with questions of medium or long extension to develop in the exam.	50

Assessment comments

--

Sources of information

--



Basic	<ul style="list-style-type: none"> - Marcus Adam (2018). The Role of Human Resources Management (HRM) for the implementation of Sustainable Product- Service System (PSS) ? An análisis of Fashion Retailers. Sustainability, 10 - Arengo, E (2019). Future of Fashion. Worker-Led Strategies for corporate accountability in the global apparel industry. International Labor Rights Forum - Barney, J. B. & Wright, P. M. (1997). On becoming a strategic partner: The role of human resources in gaining competitive advantage. CAHRS Working Paper 97-09 - Dunford, B. B., Snell, S. A. & Wright, P. M (2001). Human resources and the resource based view of the firm . CAHRS Working Paper 01-03 - Goleman, D. Boyatzis, R and McKee, A. (2004). Primal lidership: learning to lead with emotional intelligence. Harvard Bussiness school press - Hay Group (). Core Competencies Projetc: Competency Dictionary. . Hay Group - Kasahara, Tamiko (). Issues of IHRM in japanese multinational corporations: from a perspective of HRM system reform. IFEAMA SPSCP vol 2 - Keeley, T.D. (2001). International Human Resource Management in Japanese Firms. Palgrave Mac Millan. - Lado, A. A., & Wilson, M. C (1994). Human Resource Systems and Sustained Competitive Advantage: A Competency-based Perspective.. Academy of Management Review, 19(4), - Preece, D. Iles, P. and Chuai Xin (2010). Talent management as a management fashion in HRD: Towards a research agenda.. Human Resource Developmen , Vol 13, No, 2 - Sandford, G (2011). Cambridge English for Human Resources. Cambridge Profesional English - Soleas, E. (2020). Leader strategies for motivating innovation in individuals: a systematic review. Journal of innovation and entrepreneurship, 9 (1) - Sumetzberger, W (2005). Managing human resources in a multinational context. Journal of European Industrial Training, Vol. 29 No. 8 - Vuletich, C. (2011). We are disruptive: New practices for textile/ fashion designers in the supply chain. 10th European Academy of Design Conference - Crafting the future
Complementary	

Recommendations

Subjects that it is recommended to have taken before

- Strategic Management of Fashion Companies/710G03030
- Corporate and Professional Ethics in the Fashion Industry/710G03011
- Fashion Marketing and Market Research/710G03012
- Principles of Economics: Fashion Industry/710G03003

Subjects that are recommended to be taken simultaneously

- Workshop 1: Fashion Business Plan/710G03032
- International Fashion Business/710G03025
- Sustainable Management of the Fashion Value Chain/710G03018
- Promotional Strategies in Fashion I: Communication/710G03021

Subjects that continue the syllabus

- Internship/710G03037
- Final Year Dissertation/710G03038

Other comments

(*The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.