



## Teaching Guide

Teaching Guide				
Identifying Data				2022/23
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 Monje Amor, Ariadna		E-mail	maria.alonso.seoane@udc.es ariadna.monje@udc.es
Web				
General description	The main objective of this subject is to teach students the fundamentals of Human Resources and other management skills in the firms of the fashion sector. Students acquire the necessary tools for the adequate management of talent in companies, as well as solutions problems related to management of headcount, teamwork and decisions makingin in a creative and innovative way.			

## Study programme competences / results

Code	Study programme competences / results
A1	To acquire basic knowledge of the management of a textile/fashion firm at a strategic, operational and functional level
A5	To develop the necessary skills to generate creative and innovative ideas
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.
C8	Valuing the importance of research, innovation and technological development for the socioeconomic and cultural progress of society.
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



To know the fundamentals of Human Resources management and management skills in fashion firms.	A1 A5	B2 B3 B4 B8 B9 B10	
To design analysis and application tools in Human Resource management in the fashion sector.	A5	B5 B6 B8 B9 B10	C1 C2 C7 C9
Being able to work in a team, lead teamworks, developing the ability to analyze and synthesize information and critical reasoning, and improve communication skills in the field of human resources and management skills in fashion firms.		B3 B4 B5 B6 B8 B9	C1 C2 C4 C5 C7 C8 C9

Contents	
Topic	Sub-topic
Introduction to HR Management	Strategies and functions of the HR Department Main ways to manage HR today
Analizing job positions	How to Obtain Information: Research Methods Profile utilities for DpO and DpC How to present the information
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
Planning the professional career	Concept of professional career Professional career: planning and management Training and development of human resources Training programs Current trends in training and development of human resources
Recruitment and selection	Concept of recruitment Phases and objectives of the recruitment process The recruitment sources The recruitment methods Impact of new technologies on recruitment Concept of selection Importance and basic considerations of selection Selection tools and instruments Final decision
Motivation management	The motivation management Effective leadership Emotional intelligence Coaching Mentoring



Reward and salary	Reward concept and goals Reward components Types of incentives Managing a reward system Concept and types of salary
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Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student's personal work hours	Total hours
Guest lecture / keynote speech	A1 B10 C4 C5 C8	30	0	30
Long answer / essay questions	A1 B2 B3 B4 C1 C2	6	0	6
Collaborative learning	A19 B6 B8 B9 C7	2	6	8
Research (Research project)	B2 B3 C9	8	32	40
Oral presentation	B4	4	4	8
Case study	B2 B5	5	35	40
Workbook	A3 A5	1	2	3
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
Long answer / essay questions	Exam of the theoretical part with large or medium-sized questions
Collaborative learning	Team work Preparation of competence profiles
Research (Research project)	Analysis of job positions
Oral presentation	Public presentation in the classroom of their field work and the tools developed to manage Human Resources
Case study	Activities carried out in the classroom and discussion of case studies
Workbook	Lecturas complementarias recomendadas

Personalized attention	
Methodologies	Description
Research (Research project) Collaborative learning	Support will be given to each team to lay the foundations to work efficiently. Each team will also be tutored individually in the design of their field work and presentations.

Assessment			
Methodologies	Competencies / Results	Description	Qualification
Research (Research project)	B2 B3 C9	Design of a questionnaire or interview to collect information, field work and presentation of the result. It is part of the same deliverable practice note described in collaborative learning.	15
Collaborative learning	A19 B6 B8 B9 C7	Practical work carried out by groups: project on job position analysis, elaboration of profiles, etc.	5



Long answer / essay questions	A1 B2 B3 B4 C1 C2	Essay with questions of medium or long extension to develop in the exam.	70
Case study	B2 B5	Evaluation of the activities and case studies proposed and carried out individually. In the case study, the coherence and adequacy of the answers to the questions asked, the formal presentation and written expression, the consultation of appropriate bibliographic sources, etc. will be assessed.	10

## Assessment comments

1. Segunda oportunidad: Los criterios de evaluación se aplican tanto a la primera como a la segunda oportunidad, incluidos los estudiantes Erasmus y de intercambio.
2. Oportunidad avanzada: En la oportunidad avanzada de diciembre se aplicó un criterio de evaluación diferente a la primera y segunda oportunidad. La calificación promedio en esta oportunidad será la calificación del examen final (100%).
3. Nota de 'No presentado': La calificación de 'No presentado' sólo se otorgará a los alumnos que hayan participado únicamente en las actividades del curso por un valor inferior al 20% de la nota final.
4. Estudiantes con reconocimiento de dedicación a tiempo parcial y exención académica de exención de asistencia: Los estudiantes con ?reconocimiento de dedicación a tiempo parcial y exención académica de exención de asistencia? tendrán las siguientes ponderaciones: el 70% procederá del examen, el 20 % provendrá de la realización del proyecto de investigación en equipos, y un 10% provendrá de la realización de casos prácticos y otras actividades requeridas en las sesiones. En este caso no será necesario la asistencia a clases, pero estos alumnos deberán presentar las actividades realizadas en el aula y su nota será la misma que la del resto de alumnos.
5. Otras observaciones de evaluación:  
NOTA MÍNIMA: Los alumnos deberán obtener una nota mínima de 4 sobre 10 en la prueba de ensayo/desarrollo (examen final); en caso contrario, la nota final será "Suspenso" (siendo la nota media de la asignatura la nota obtenida en el examen final), aunque la nota media dé una puntuación igual o superior a 5 puntos.  
Las calificaciones obtenidas por los alumnos en la evaluación continua serán válidas únicamente durante el curso académico.  
Está prohibido el acceso a las salas de examen con cualquier dispositivo de transmisión y/o almacenamiento de datos (teléfonos móviles, relojes inteligentes, etc.).  
Las conductas fraudulentas (copias en exámenes, plagio en trabajos, etc.) en cualquiera de los apartados presentados para evaluación darían lugar a la calificación de "Suspenso (0)" en la evaluación final. Se sancionará este tipo de conductas en las convocatorias siguientes con 1 punto menos en la nota global de la asignatura.

## Sources of information



<b>Basic</b>	<ul style="list-style-type: none"> <li>- 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</li> <li>- Arengo, E (2019). Future of Fashion. Worker-Led Strategies for corporate accountability in the global apparel industry. International Labor Rights Forum</li> <li>- Barney, J. B. &amp; Wright, P. M. (1997). On becoming a strategic partner: The role of human resources in gaining competitive advantage. CAHRS Working Paper 97-09</li> <li>- Dunford, B. B., Snell, S. A. &amp; Wright, P. M (2001). Human resources and the resource based view of the firm . CAHRS Working Paper 01-03</li> <li>- Goleman, D. Boyatzis, R and McKee, A. (2004). Primal lidership: learning to lead with emotional intelligence. Harvard Bussiness school press</li> <li>- Hay Group (). Core Competencies Projetc: Competency Dictionary. . Hay Group</li> <li>- Kasahara, Tamiko (). Issues of IHRM in japanese multinational corporations: from a perspective of HRM system reform. IFEAMA SPSCP vol 2</li> <li>- Keeley, T.D. (2001). International Human Resource Management in Japanese Firms. Palgrave Mac Millan.</li> <li>- Lado, A. A., &amp; Wilson, M. C (1994). Human Resource Systems and Sustained Competitive Advantage: A Competency-based Perspective.. Academy of Management Review, 19(4),</li> <li>- 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</li> <li>- Sandford, G (2011). Cambridge English for Human Resources. Cambridge Profesional English</li> <li>- Soleas, E. (2020). Leader strategies for motivating innovation in individuals: a systematic review. Journal of innovation and entrepreneurship, 9 (1)</li> <li>- Sumetzberger, W (2005). Managing human resources in a multinational context. Journal of European Industrial Training, Vol. 29 No. 8</li> <li>- 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</li> </ul>
<b>Complementary</b>	

## Recommendations

### Subjects that it is recommended to have taken before

Introduction to Fashion Business Management/710G03004

Corporate and Professional Ethics in the Fashion Industry/710G03011

Anthropology of Clothing and Fashion/710G03007

Principles of Economics: Fashion Industry/710G03003

### Subjects that are recommended to be taken simultaneously

International Fashion Business/710G03025

Business Simulation Models and Techniques: Business Game/710G03026

Management Planning and Control in Fashion Companies/710G03022

### Subjects that continue the syllabus

Internship/710G03037

Final Year Dissertation/710G03038

Strategic Management of Fashion Companies/710G03030

Workshop 1: Fashion Business Plan/710G03032

### Other comments

Se recomienda la revisión del curso en el campus virtual en el caso de alumnos no asistentes para mantenerse al día.&nbsp;Se recomienda llevar ordenador portátil a las sesiones interactivas, no a las expositivas.

(\*)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.