
International Human Resources Management

Professor: Estíbaliz Ortiz

E-mail: estibalitz.ortiz@esci.bsm.upf.edu

Office hours: by appointment

Course Type: Compulsory

Credits: 3 ECTS

Term: 2nd Term

Course Description

The objective of this course is to provide an overview of Human Resources in a hyper connected world.

Multinational corporations live and work in a global context. One of the consequences is that strategy, organizational capabilities and people management practices are intertwined.

During the 20 sessions of the term, we will explain HR and People Management from these three views.

- 1) Strategic, which implies understanding the role of HR and how HR can be an ambassador of the business strategy. W
- 2) Operational: how to put the strategy in place from an HR perspective
- 3) Last, but not least, each decision is taken by human beings, so the course includes a space to learn and reflect about people management and the role of the HR manager in the firm.

which specific capabilities he or she needs to develop (e.g., ability to adapt to different cultural environments working as an expatriate, learning agility, mobility, leadership, and motivation)). We will also look at how to instill an HR mindset in every people manager, despite his function (e.g., IT, finance, marketing, etc.)

Objectives

Following the methodology applied to all the disciplines of the Master in Business (readings, case discussions, role plays and lectures), participants are expected to gain relevant insights on what International Human Resources represent in any human organization (for instance, in a hospital, in a multinational operating in the high-tech industry or in a university).

At the end of the course, participants will have learned:

- How to design the structure of an HR department aligned with the business strategy.

- Which are the key aspects to consider when recruiting, selecting, developing, rewarding and managing teams.
- Will have developed their own self-awareness towards people management topics despite the position they handle in the organization (not necessarily as HR managers).

Methodology

Both theory and practice are equally important. As students need to learn

- How to connect the facts and the challenges that we see in the business world and the theoretical foundation explaining them.
- learn how to apply theoretical concepts to business reality.

Sessions will be a combination of lectures plus case studies, exercises, articles, videos and workshops, plus the preparation of a team project. Preparation material will be uploaded one week in advance. Students will bring short articles from newspapers or business magazines (e.g. Financial Times, Harvard Business Review). These articles will be discussed during the class.

At the end of every second session, we will reflect on the takeaways of the morning, i.e. specific insights that can be applied already to students' daily life.

The competences, the learning outcomes, the assessment elements and the quality of the learning process included in this Teaching Plan will not be affected if during the academic trimester the teaching model has to switch either to an hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model.

Evaluation criteria

Assessment element	Frequency	Compulsory	Due date	Weight
Class participation: 1. Preparing case memos Active participation Preparing role plays, readings and workshops	4 times each student (distributed along the 10 week)	X	Ongoing	1,5%
Individual assignments				
Elevator pitch	Once	X (individual)	Jan 20 th	10%
Individual report	Only 1 per quarter.	X (individual)	Feb 17 th	1,5%
Team project	Only 1 per quarter.	X (team)	March 17 th	20%
Final exam	1 final written exam per quarter.	X (individual)	Date to be confirmed.	40%

Regarding class participation: 15% (1,5 point over 10). Active attendance and participation is required. Not participating will imply losing 1 point from the total grade. **Participation means listening and making meaningful comments related to the topic.** Listening to the class is not considered as participation.

Attendance is compulsory.

Individual report: 15% (1, 5 point over 10)

Participants will write a 2-page essay explaining the key learning of the book and what are they going to do differently as a result of the learnings achieved. The essay is individual. Due date is Feb. 17 at 9.30 a.m. (Not presenting the essay on time will imply that the maximum possible score will be 0,5 unless there is serious medical justification).

Team project, 20 %. (2 points over 10)

Team project: The purpose of the team project is *to design and International Human Resources department.*

You are the HR experts who will propose to the CEO how the Human Resources department has to be designed in order to play a key role in the success of your company. (This means which kind of HR department you need to contribute to company results and employee engagement). As an example, some topics to be

covered in the team project are the following ones:

- How many people does your HR department need?
- What position does HR have in the company org chart?
- What are the main characteristics of each policy?

Each team will have a maximum of 5 people. Teams will be formed by the same members as those of the master's thesis. Each presentation will take a maximum of 15 minutes.

Aspects that will be assessed for the evaluation are:

- Proven understanding of the HR function in global companies
- Ability to explain the integration between HR and company strategy
- Capacity to choose the most adequate HR practice depending on sector, country, environment, company size, etc.

Elevator pitch, 10% (1 point over 10)

3. Final exam: 40%. (4 points over 10)

A written exam will take place at the end of the course. It is compulsory to get 2 points in order to pass the whole subject. The weight of the exam is **4 points maximum over 10**.

Students are required to attend 80% of classes. Failing to do so without justified reason will imply a zero grade in the participation/attendance evaluation and may lead to suspension from the program.

As with all courses taught at the UPF BSM, students who fail the course during regular evaluation will be allowed ONE re-take of the examination/evaluation. Students who pass any retake exam should get a **5 by default as a final grade for the course**. If the course is again failed after the retake, students will have to register again for the course the following year.

In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the "Retake" period). In the meantime, the student will get an "incomplete," which will be replaced by the actual grade after the final exam is taken. The "incomplete" will not be reflected on the student's Academic Transcript.

Plagiarism is to use another's work and to present it as one's own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the "Honor Code," students acknowledge that they understand the school's policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program.

Calendar and Contents

Week 1. Jan 13th. The Challenges of International Human Resource Management.

Overview of the Course.

- **Course's objectives.**
- Introductory Lecture: Introduction to the HR Function and People management. Human Resources Management in the International Firm: The Framework. **Roles and responsibilities in the HR Function:** The role of the HR Business Partner.
- Workshop: how to build your elevator pitch: How to build your message.
- Closure: what have we learnt?

Week 2. Jan 20th. Managing Global Talent: Recruitment.

- Articles. (Discussion of articles from newspapers and magazines)
- **Company brand** and employee brand. Exercise.
- Lecture: Recruitment methods. How to choose the best method depending on business strategy and culture. Labor short plus and labor shortage
- Presentation and review of the elevator pitch
- Closure: what have we learnt?

Week 3. Jan 27th. Managing Global Talent: Selection and Retention

- **Selection** and Retention methods. (Lecture)
- Workshop on interview/video interview and selection methods.
- Closure: what have we learnt?

Week 4. Feb 3rd. Payment methods

- Case Discussion: "*Rob Parson at Morgan Stanley*"
- Guest speaker: Mr Gustavo Pedferri, Vice President, Global Compensation and Benefits DHL Supply. Topic: "**Salary and payment programs in global environments**"

Week 5. Feb 10th. Retention versus motivation. Employee engagement.

- Case discussion: "*Lara Castro and the feedback 360*".
- Lecture: **Assessment methods:** Feedback 360° and other evaluation tools used for development.
- Guest Speaker: Mr. Enrique Escauriaza, Director Potential Project Consultants. Topic: "*How to develop **resilience** in the business environment*"

Week 6th. Feb 17th Feedback and feedforward

- Workshop: "can I give and receive feedback?"
- Review the Crucial Conversations' report and lecture on Development methods and training programs.

Week 7. Feb 24th Developing Global Leaders.

MSc in International Business

Note: This document is for informational purposes only. Course contents and faculty may change.

- **Global Leadership Development.**
- Case discussion: "*When your star performer cannot manage*"
- Guest Speaker: tbc.

Week 8. March 3rd Global Performance Management.

- **Workshop: Executive Coaching and peer coaching**
- The executive coaching process and Executive challenge as methods to boost performance and engagement.
- Lecture on performance management methods.

Week 9. March 10th. Cross cultural management.

- Case Discussion: "*SEMCO*"
- Lecture on cross cultural management and international mobility

Week 10. March 17th Work-life balance when you can work from everywhere

- Case Discussion: Where does the balance lie
- Team project presentations.

Reading Materials/ Bibliography/Resources

During the course, the professor will distribute articles and readings which are not on this list.

In addition to that, we will follow the book from Evans, Pucik and Bjorkman.

Compulsory readings:

The 100-year life, living and working in an age of longevity, Linda Gratton & Andrew Scott, Blumsbury, 2016

Crucial Conversations: Tools for Talking When Stakes are High

Aut. Kerry Patterson, Joseph granny, Ron Mc Millan, Al Switzler.

Ed. Mc Graw-Hill, Vital Smarts, 2002.

The Global Challenge-International Human Resource Management

Auth.: Paul Evans, Vladimir Pucik, Ingmar Björkman.

Ed. Mc Graw-Hill-Irwin,NY.

Recommended readings:

Management Across Cultures, Challenges and Strategies

Auth: Richard Steers, Carlos Sanchez-Runde, Luciana Nardon

Ed. Cambridge University Press, 2010.

Human Resources Management: Gaining a Competitive Strategy

Aut. Noe, Hollenbeck et al. Ed.: Mc Graw Hill, 2010

The power of Habit, why we do what we do and how to change, Charles Duhigg

The HR Transformation: Building Human Resources from the Outside In

Auth: Dave Ulrich

Ed. Mc Graw Hill Professional, 2009.

The Practice of Management

Auth: Peter Drucker

Ed. Harper Education. First edition, 1955.

Classic Drucker collection edition, 2007.

Coaching for Performance: GROW

Auth: John Whitmore.

Focus: The Hidden Driver of Excellence

Auth.: Daniel Goleman

Ed. Harper Collins Bloomsbury, 2014.

The mind of the leader

Aut. RasmusHougaard, Jacqueline Carter,

Ed. Harvard Business Review Press, 2018.

Bio of Professor

Estíbalitz has been professor of International Human Resource Management in the Master of International Businesses since 2012. She was professor at the School of International Trade of Pompeu Fabra University from 2008 until 2015. Currently, she combines teaching at the university with her role as Executive Director of the IESE Coaching Unit at IESE Business School. She has a PhD from IESE Business School in Mentoring and Coaching. She had previously earned a degree in Spanish language and literature from the University of Navarra. She is an ICF-accredited coach (ACC) Estíbalitz initiated her professional career almost 20 years ago. Most of her professional career developed in multinational environments: she worked 10 years as Human Resources Generalist for Agilent Technologies Spain, where she dealt with organizational development, training and coaching for people managers of more than 20 different nationalities. During this period, she collaborated in the creation of the Commercial and Finance Shared Services Center for Europe, Middle East and South America. Later, she worked as trainer, associate researcher and consultant for the hospitality industry. She is the author of the book, *La Práctica del Mentoring en la Empresa* (EUNSA, 2003), and co-author of the book *The 7 momentos of Coaching* (Ed. Reverté, Barcelona, 2019). She is co-author of several technical notes: *Executive Coaching* (IESE Publishing, 2015), 360° feedback evaluation as a tool for the development of leadership competencies, (IESE Publishing, 2017).