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Course Unit Program
Human Resources Strategy

Academic Year 2025/2026

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Business Management

3. Cycle

1st

4. Course Unit

Human Resources Strategy (24123)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

1st Semester



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8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance: 20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor JOÃO FERNANDO DE SOUSA MENDES

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Provide students with knowledge and methodologies on fundamental issues of how to manage people in the organizational context.

15. Specific Objectives

Provide students with theoretical and practical tools so that they can:

- Have a practical view of matters related to HRM.
- Have solid knowledge about the concepts and techniques of personnel management, accompanied by business and public administration examples.
- Know how to analyze situations, diagnose problems and make decisions based on scientific and technical knowledge of HRM.
- Know how to shape the attitudes of workers.

16. Skills to be acquired

Students master the critical success tools of human resource management, namely: managing change; planning HR; managing careers; applying recruitment and selection techniques; building and analyzing a job description; interpreting market salary tables; using professional training practices for knowledge transmission; constructing an individual performance evaluation plan; and distinguishing the concepts of human capital from intellectual capital and talent.



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17. Teaching Methodology

1. Verbal Methodologies (telling) / Intuitive Methodologies (showing), Exposition, Explanation, Dialogue. The Expository Methodology, using audiovisual means to explain the syllabus.
2. Active Methodologies (do), Case Studies. Active Methodology, through the resolution of practical cases and discussion of case studies and scientific articles.
3. Collaborative Methodologies, through group work.

18. Course Unit Program

1. The different paradigms of organizational success in the context of HRM
 - 1.1. The classic theories of organizations
 - 1.2. The human relations approach
 - 1.3. The new challenges of HRM
2. Critical success factors in people management
 - 2.1. Company culture and intercultural management
 - 2.2. Management of change and stress in organizations
 - 2.3. HR planning and career management
 - 2.4. Job analysis and design
 - 2.5. Recruitment and selection
 - 2.6. reward systems
 - 2.7. Training and knowledge management
 - 2.8. performance management systems
3. Talent management
 - 3.1. Distinction between human capital and intellectual capital
 - 3.2. Strategies for attracting, retaining, and developing talent

19. Assessment Methods

Participation in the discussion of practical cases in class.
Two written tests for continuous evaluation.

20. Didactic Resources

Digital presentations of theoretical/practical material
Thematic sheets (developed by the teacher)
Case studies and supporting articles
Educational support platforms
Videos

21. Sustainability Objectives

Sustainable Development Goals (SDGs - UN)
Goal 4: Ensure access to inclusive, quality and equitable education and promote lifelong learning opportunities for all
Goal 5: Achieve gender equality and empower all women and girls.
Goal 8: Promote inclusive and sustainable economic growth, full and productive employment and decent work for all.
Goal 10: Reduce inequalities within and among countries.



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22. Keywords

Human Resources
Planning
Culture
Functions
Recruitment
Rewards
Performance
Knowledge



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23. Main Bibliography

Author(s): CAMARA, Pedro. B., GUERRA, P. B. e RODRIGUES, J. V.
Title: Humanator XXI
Edition: 7^a Year: 2016
Local: Lisboa
Publisher: Publicações D. Quixote

Author(s): TAVARES, Maria M.V.
Title: A Gestão de Pessoas. Novos rumos desta função nas organizações
Edition: 1^a Year: 2010
Local: Lisboa
Publisher: Universidade lusiada

Author(s): PINA e CUNHA, Miguel, REGO, Arménio, & All
Title: Manual de Gestão de Pessoas e do Capital Humano
Edition: 3^a Year: 2015
Local: Lisboa
Publisher: Silabo

24. Complementary Bibliography

Author(s): CAETANO, António e VALA, Jorge
Title: Gestão de Recursos Humanos. Contextos, Processos e Técnicas
Edition: 1^a Year: 2000
Local: lisboa
Publisher: RH

Author(s): Maria José Sousa, Jorge Gomes, Pedro Gomes Sanches e Teresa Duarte
Title: Gestão de Recursos Humanos Métodos e práticas
Edition: 2^a Year: 2006
Local: Lisboa
Publisher: Lidel



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Ficha técnica MIP / MIP Datasheet	
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Autor / Author	Prof. Doutor JOÃO FERNANDO DE SOUSA MENDES
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