



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Human Resources Management

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Human Resources Management (V1023)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

1st Semester



UNIVERSIDADE LUSÍADA
LISBOA

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. Doutora MARIA MANUELA MARQUES FAIA CORREIA

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 models, concepts and tools of a theoretical and practical nature so that they can:

- Have a conceptual perspective of HRM;
- Have a practical view of matters related to HRM;
- To have fundamental knowledge about the concepts and techniques of personnel management, accompanied by examples.
- Know how to analyze situations, diagnose problems and make decisions based on scientific and technical knowledge of HRM.

16. Skills to be acquired

Students mastery of critical models and tools in HRM.

17. Teaching Methodology



UNIVERSIDADE LUSÍADA
LISBOA

In order to develop competences for the generic diagnosis of HR policies and to articulate them with the main Management policies, the following methodologies will be used:

1. Expositive on the main theoretical framework and concepts;
2. Discussion of practical cases;
3. Practical exercises;
4. Preparation and discussion of work in group.

18. Course Unit Program

1. HRM- Framework and challenges - Critical success factors in people management
2. HR Planning, Recruitment & Selection
3. Rewards systems
4. Performance management, careers and development
5. Strategic HR Management and Sustainable HR Management
6. HRM and Marketing - Quality of work and organizational attraction: Employer branding and Employee value proposition

19. Assessment Methods

In accordance with University regulations.

20. Didactic Resources

Case studies.
Scientific and dissemination articles.
ESG reports.
Videos and webinars.

21. Sustainability Objectives

SDG 4: Quality Education
SDG 8: Decent work and economic growth

22. Keywords

Human Resources Management
Planning
Recruitment
Compensation
Performance
Sustainability



UNIVERSIDADE LUSÍADA
LISBOA

23. Main Bibliography

Author(s): Shaun Tyson
Title: ESSENTIALS OF HUMAN RESOURCE MANAGEMENT
Edition: 6 Year: 2015
Local: London
Publisher: Routledge

Author(s): Dessler, G.
Title: Fundamentals of Human Resource Management
Edition: 5 Year: 2018
Local: New York
Publisher: Pearson.

Author(s): Teena Mishra
Title: Human Resource Management and Internal Marketing
Edition: 1 Year: 2023
Local: NY
Publisher: Routledge

24. Complementary Bibliography

Author(s): Caetano, A. & Vala, J.
Title: Gestão de Recursos Humanos. Contextos, Processos e Técnicas
Edition: 7 Year: 2007
Local: Lisboa
Publisher: Editora RH

Author(s): Mariappanadar, S.
Title: Sustainable Human Resource Management: Strategies, practices and challenges
Edition: 1 Year: 2019
Local: London
Publisher: Macmillan international- Red Globe Press



UNIVERSIDADE LUSÍADA
LISBOA

Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'GESTÃO DE RECURSOS HUMANOS': Academic Year 2024/2025
Autor / Author	Prof. Doutora MARIA MANUELA MARQUES FAIA CORREIA
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 1,0
(c) Universidade Lusíada, 2024	