UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Human Resources Management

Academic Year 2025/2026

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

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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. 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

- Analyze the strategic role of HRM in organizations and human resources policies.
- Ability to have an integrated view of HRM as a driver of sustainable performance.
- Interpret human resources plans based on future needs.
- Analyze profiles and performance predictability.
- Understand the differential impact of financial and non-financial benefits.
- Analyze salary policies and incentives linked to performance.

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17. Teaching Methodology

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 framwork 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 - Effective HR planning ensures continuous training and enhancement of human capital.
SDG 8: Decent Work and Economic Growth - Investing in the growth of workers is a pillar of decent work.
SDG 12: Sustainable Production and Consumption- Strategic HRM promotes efficient, ethical, and sustainable work environments.

22. Keywords

Human Resources Management
Planning
Recruitment
Compensation
Performance
Sustainability

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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		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'GESTÃO DE RECURSOS HUMANOS': Academic Year 2025/2026
Autor / Author	Prof. Doutora MARIA MANUELA MARQUES FAIA CORREIA
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Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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