Introduction to Human Resource Management in the 4.0 era

Mini MBA program of Saigon Business School

Academic year 2023 – 2024

Overview

Human resources are always considered one of the most valuable assets of an enterprise. The quality of the workforce plays an important role in the success and sustainable development of the enterprise.

In the 4.0 era, many new trends are challenging the role of human resource managers and placing new demands on human resource management activities in enterprises:

- The impact of technology on the working habits of employees and the operating activities of managers;
- The trend of remote working;
- The trend of data-driven human resource management;
- The trend of shifting from personnel management (with a heavy administrative nature) to human resource management and culture;
- The new characteristics of the Gen Z and Gen Alpha workforce;
- The challenges in building a culture for enterprises in the context of globalization.

The Human Resource Management in the 4.0 era course in the Mini MBA program of Saigon Business School will help students update and supplement the latest knowledge on human resource management in the digital age, solve urgent human resources and human resources problems that enterprises are facing, and at the same time, provide the latest and most applicable methods of human resource management for students to apply in their daily work.

Course objectives

With the general meaning as above, the course will help learners achieve the following specific objectives:

- Understand the correct concept of human resource management and the role of human resource management in the 4.0 era
- Grasp the new trends in human resource management in the 4.0 era

- Build leadership and human resource management styles, teams; develop corporate culture phù hợp với doanh nghiệp của mình
- Use data to make human resource management decisions (data-driven human resource management)

Structure

The course consists of 4 major parts:

- Part 1: Introduction to human resource management
- Part 2: Human resource management in the 4.0 era
- Part 3: Data-driven human resource management
- Part 4: Case studies and project

Detailed content

The course consists of 15 theoretical lectures and 1 week of real-world projects or case studies, lasting a total of 6 weeks. The detailed content is as follows:

Session	Content
Part 1: Understanding human resource management. Trends and roles of human resource management in the 4.0 era	
#1	Understanding human resource management: ● CHRO (Chief Human Resources Officer) or CPO (Chief People Officer)? Human Resources Department or Human Resources & Culture Department? ● Talent acquisition and retention ● Training and development ● Employee benefits and motivation, especially for young employees (Gen Z + Gen Alpha)

	● Building corporate culture
#2	Trends and roles of human resource management in the 4.0 era: ● How do virtual offices and remote working affect human resource management? ● Understanding Gen Z and Gen Alpha, the main workforce at enterprises in the 4.0 era ● Technology in human resource management. The latest HR Tech trends today. ● Data-driven human resource management. What HR data can be collected and managed?

Part 2: Human resource management and corporate culture

	#3 Talent acquisition: ● How to build a job description ● How to identify ideal candidate profiles ● How to build an employer brand ● How to attract high-quality candidates
#4	Motivating your team members: ● Models and methods for motivating employees (reward and punishment system; income; culture and engagement; etc.) ● Leadership styles that affect employee motivation. ● Motivating Gen Z and Gen Alpha employees.
#5	Coaching, Mentoring & Training:

	● How to set the problem and the notes when implementing coaching and training in the enterprise. Lessons from failed L&D campaigns. ● Differentiating coaching, mentoring, and training. How to choose the right type of training and coaching for your business? ● Current training models (concentrated training, e-learning) and the advantages and disadvantages of each type. Building a skills development plan for employees in your enterprise. ● Mentoring and coaching models. The role of mentoring and coaching of management staff. Building a mentoring and coaching culture in the enterprise.
#6	Recognition & giving feedback: ● What is employee evaluation? Common employee evaluation methods in enterprises (MBO, 360 degrees, competency scale, KPI, OKR, etc.) ● Employee evaluation process and some mistakes to avoid. ● Reward, punishment, encouragement/recognition when employees do well and criticism/discipline when employees make mistakes in enterprises today? Analyze some typical cases.
#7	Delegation & authorization: ● Concept and legal considerations related to delegation and authorization under Vietnamese law as well as international practices. ● The role of delegation and authorization in the enterprise. The relationship between leadership style (leadership) with the delegation and authorization activity. ● Important principles and methods for managing delegation and authorization effectively.
#8	Conflict resolution: ● Common human resource conflicts in the enterprise. ● Conflict resolution principles and common conflict resolution models.

	● The role of managers in resolving human resource conflicts.
#9	Corporate culture. The story of building corporate culture in Vietnam. ● Students listen to the sharing and exchange with guest speakers (C-level) about the process of formation, development, and characteristics of the culture of a large enterprise in Vietnam (FPT, Vingroup, Viettel). Lessons for building a corporate culture for young enterprises.

Part 3: Data-driven human resource management

#10	Human resource data ● What data is related to human resource activities in the enterprise? How are these data being collected and processed? ● Principles of managing human resource data ● How can human resource data (HR Data) impact the activities of the enterprise?
#11	HR Data tools ● Overview of HR Data tools ● Spreadsheet ● Business Intelligence (BI) ● SQL & Data warehouses
#12	Key metrics about human resources ● Quantity (headcount metrics) ● Engagement metrics ● Diversity metrics

	- Recruiting metrics - Productivity metrics - Time series analysis
#13	Presenting HR data - Data sensitivity - Methods for telling HR stories with data - Some HR data presentation templates
#14	From data to decision Practice analyzing and making human resource decisions based on human resource data in the enterprise.
Part 4: Business project or case study	
#15	Introduction to business project or case study
#16-18	Students work on a business project or case study on human resource management in the enterprise, then present it in the final presentation session.

Course materials

Students will be given access to the following learning systems by SBS:

- **Google Classrooms** (accessible using SBS's own domain email): to view and download materials uploaded by the instructor each week.
- **Learning management system (Academic portal)** to check attendance, track learning progress, and take exams, etc.

Assessment

Students will be evaluated based on three criteria:

- Attendance (Attendance - 10%): Students who miss more than 20% of classes will not receive a certificate.
- Progress assessment (progress test - 30%): group and individual assignments given by the instructor during the learning process.
- Business project or final real-world case study (Final project - 60%)

Students who meet the attendance requirements and achieve an average grade of 5.0 or higher will receive a certificate for the "Human Resource Management" course from SBS.

Students who accumulate enough certificates in the entire course will receive a Mini MBA degree from SBS.