# Seminar 1
# HRM/HRMIM/HRM-E

# Lecturers for seminars

**1) Ing. Tereza Michalová (TM)**
- office hours Wednesday 14:20 - 15:20 in Building H

**2) Mgr. Anastasiia Mazurchenko, Ph.D. (AM)**
- office hours Thursday 9:00 - 10:00 in Building H

**3) doc. Ing. Kateřina Maršíková, Ph.D. (KM)**

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|---|---|
| 1 | TM |
| 2 | TM |
| 3 | KM |
| 4 | TM |
| 5 | KM |
| 6 | TM |
| 7 | AM |
| 8 | AM |
| 9 | AM |
| 10 IM | KM |
| 11 IM | Bank holiday |
| 12 IM | Bank holiday |
| 13 IM | AM |
| 14 IM | KM |

**Seminar requirements:**

**Attendance:**

- **HRM**: 9 weeks – 1 missed seminar
- **HRMIM:** 14 weeks – 2 missed seminars

**Requirements**
- **ALL THE POINTS FOR YOUR WORK WILL BE SPECIFIED DURING LECTURE 1 ON THURSDAY 22 FEBRUARY 2024**

**1) Case study** and its presentation in teams due to the agenda (Excel sheet)

**2) Work on bonus activities during seminars – individual and team work**

**3) Exam max. 20 points**

Seminars provide practical training on specific issues in each module (managing HR in international companies, in large corporations and in SMEs).

During seminars, students also present projects on selected topics. They practice topics such as career analysis and recruitment, competencies, personal brand, CV, cover letter, selection process and interview, and practising of the assessment centre, diversity, legal framework of employment, wellbeing etc.

# Previous knowledge
# of Human Resource Management
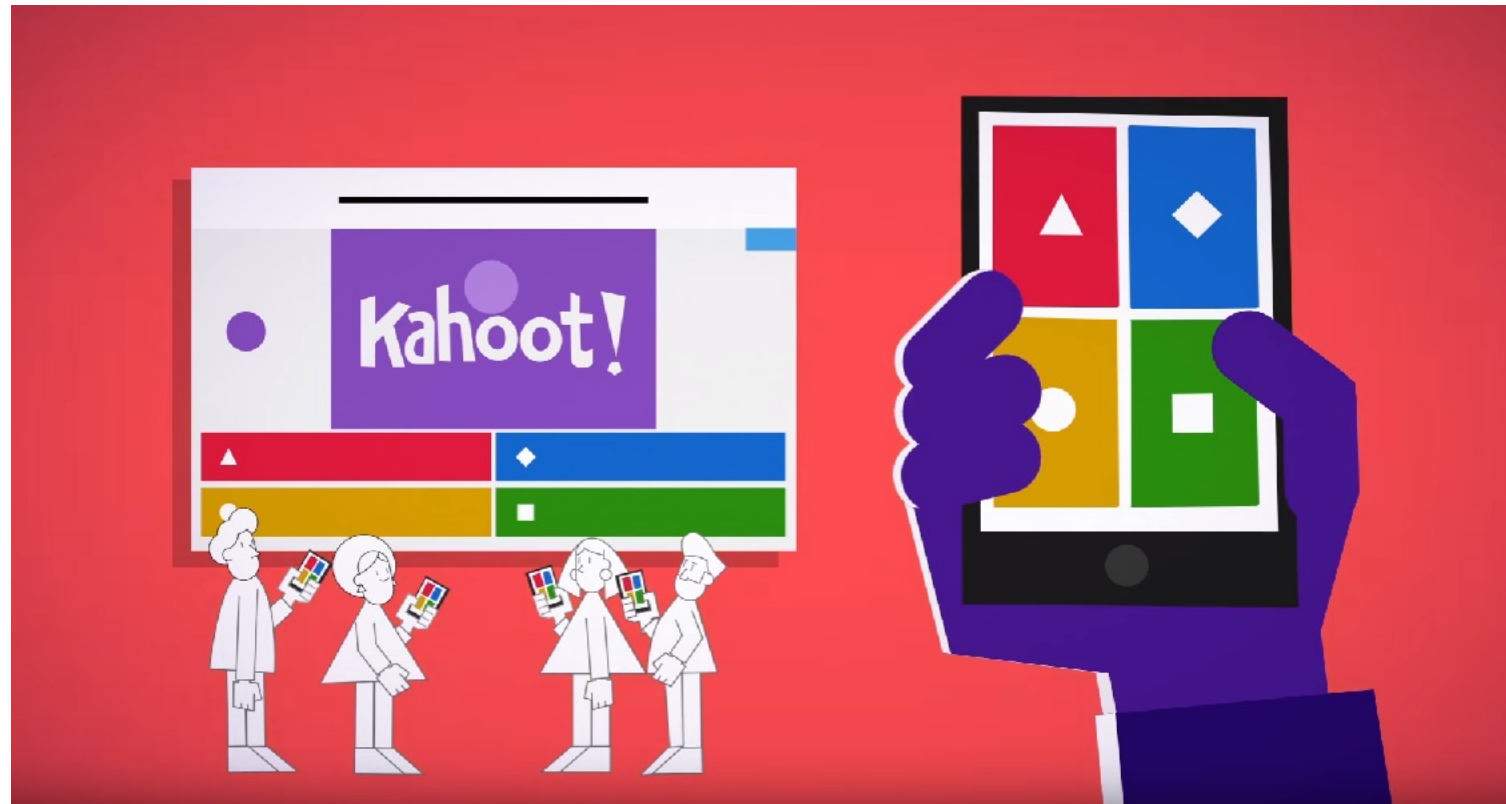
# Case study topics
# for semestral teamwork

**Register selected topic and date of presentation in shared Excel.
Actual topics of case studies will be revealed during Seminar 2.**

**Register your topic until week 2 (26. 2. – 3. 3.)
Link will be in E-learning.**



https://docs.google.com/spreadsheets/d/16-XQeMifSHflJrBH3euaUpnZqjuZ4UICI7SBpvU_aGg/edit?usp=sharing

# How to work on the case study

## Executive summary

Short overview of the case study: What is this a case of? What is the organisation's name, sector, location, and key HRM challenges? What is the main research question and theoretical framework(s)? Try to end the abstract with a cliff hanger to make the reader want to read the full case study.
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## Key HRM challenges

You can simply impress your audience and add a unique zing and appeal to your Presentations.

## Theoretical frameworks / research methods

Describe what you have used for the analysis of the case and any company tools / techniques that are useful .
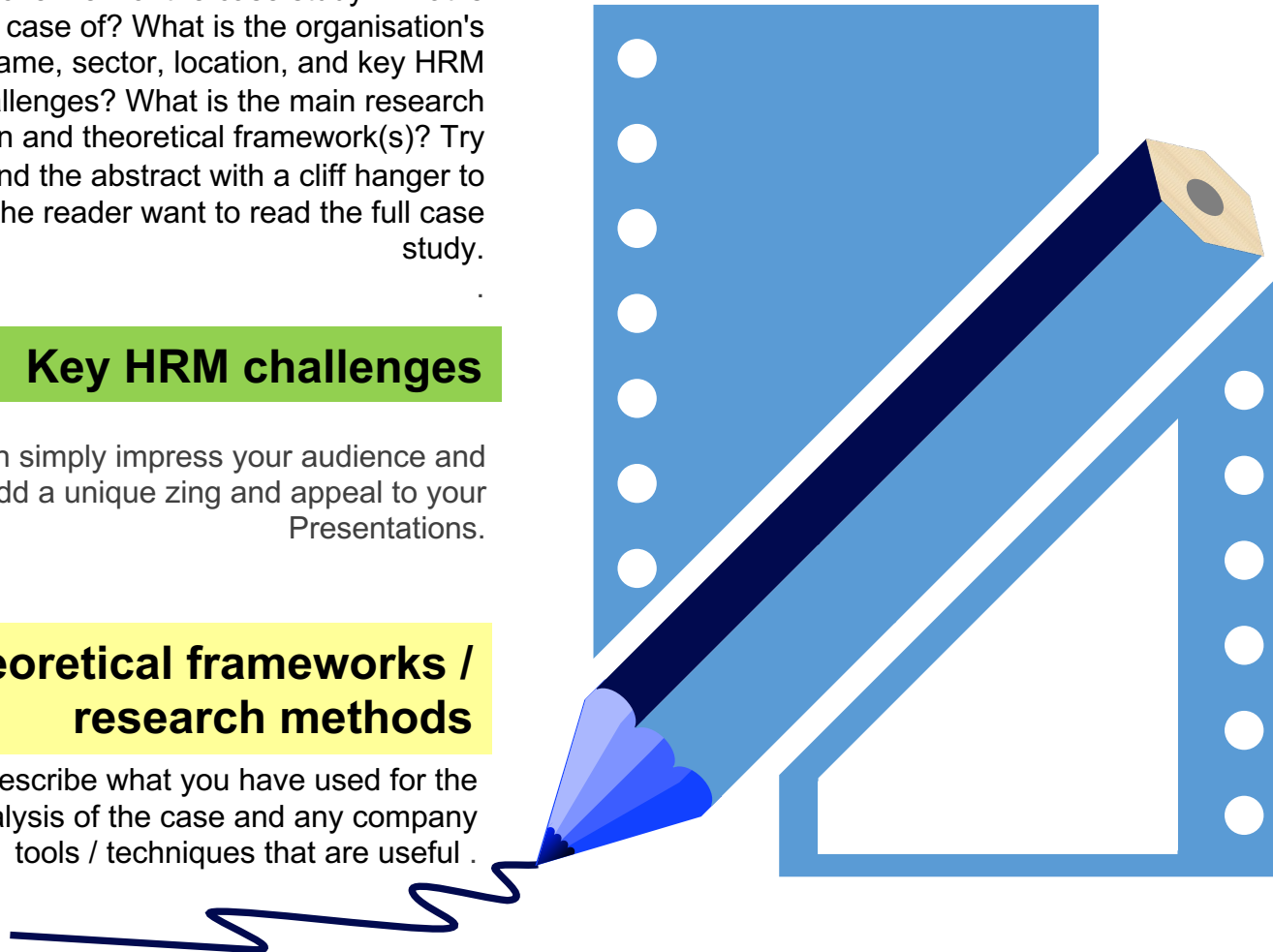
## Create eye catching title

Interesting title, which will attract readers

## Findings and Analysis

critical evaluation of the problem

## Recommendations / Proposed Tool

Provides proposals

# Case study example

# How to work on your case study

**Selected Topic from HR**

Focused on SMEs,
International HRM, HRM
in big corporations.

**Case study - HRM**

**Register selected topic in shared Excel**

- You can choose from offered topic.
- **Until week 2 (26. 2. – 3. 3.)**

**Case study topic**

**Presentation**

**Roles**

**Feedback**

**Present your case study**

**For approx. 25 minutes** introduce your case study based on the structure given in the guide impress your audience and add a unique view and eye catching title and appeal to your presentations.

**Give feedback to other teams**

Each case study should get the feedback from you (content and format)

**Work in Teams**

- Divide the work in the team
- Prepare presentation according to explained structrure (max. 5 pages)
- Prepare presentation for 15 minutes about the case.
- Use the **case study guide.**

# 3 Key HRM activities

# Case study
# (for student`s teamwork)

"PwC: Workforce of the future

The competing forces shaping 2030"

# Workforce of the future

**The competing forces shaping 2030**

**37%**
are worried about automation putting jobs at risk - up from 33% in 2014.

**74%**
are ready to learn new skills or re-train to remain employable in the future.

**60%**
think 'few people will have stable, long-term employment in the future'.

**73%**
think technology can never replace the human mind.

### The Yellow World
### Humans come first

Social-first and community businesses prosper. Crowdfunded capital flows towards ethical and blameless brands. There is a search for meaning and relevance with a social heart. Artisans, makers and 'new Worker Guilds' thrive. Humanness is highly valued.
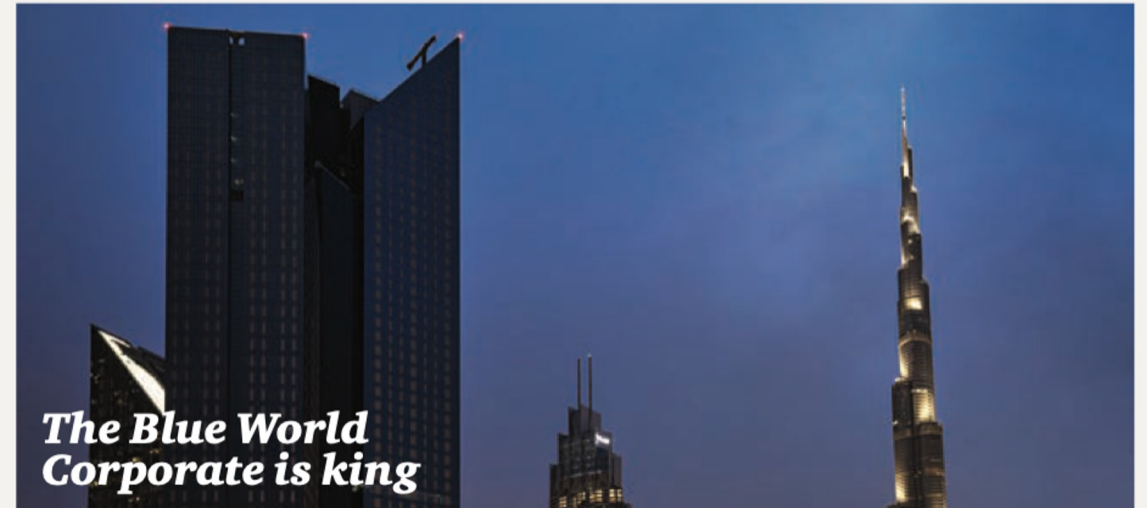


### The Red World
### Innovation rules

Organisations and individuals race to give consumers what they want. Innovation outpaces regulation. Digital platforms give outsized reach and influence to those with a winning idea. Specialists and niche profit-makers flourish.
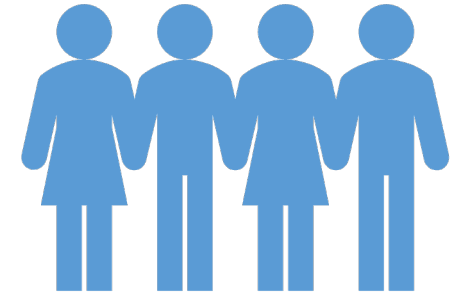
**Collectivism** ◄ ······················ ► **Individualism**



### The Green World
### Companies care

Social responsibility and trust dominate the corporate agenda with concerns



### The Blue World
### Corporate is king

Big company capitalism rules as organisations continue to grow bigger and

# Case study
# (for students teamwork)

Team 1: Yellow world
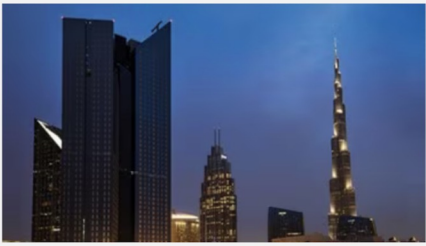
Team 2: Red world

Team 3: Green world

Team 4: Blue world

Team 5: Yellow world

Team 6: Red world

## Instructions:

- Work in teams.
- Each team will present the main ideas of the given world of the workforce.
  - What is the key message?
  - WHY would you like to be employed n this world? And WHY NOT?

## Corporate is king



- In the blue world, capitalism reigns supreme, it's where bigger is better.

- Organisations see their size and influence as the best way to protect their profit margins against intense competition from their peers and aggressive new market entrants.

- Corporations grow to such a scale, and exert such influence, that some become more powerful and larger than national economies. It's a world where individual preferences take precedent over social responsibility.

## Humans come first



- This is a world where workers and companies seek out greater meaning and relevance in what they do. Social-first and community businesses find the greatest success and prosper.

- Crowdfunded capital flows towards ethical and blameless brands. It's a world where workers and consumers search for meaning and relevance from organisations, ones with a social heart.

- Artisans, makers and 'new Worker Guilds' thrive.

- It's a world where humanness is highly valued.

## Innovation rules



- The Red World is a perfect incubator for innovation with organisations and individuals racing to give consumers what they want.

- Digital platforms and technology enable those with winning ideas and allow for specialist and niche profit-markers to flourish. Businesses innovate to create personalisation and find new ways to serve these niches.

- But in a world where ideas rule and innovation outpaces regulation, the risks are high. Today's winning business could be tomorrow's court case.

## Companies care



- This is a world where corporate responsibility isn't just a nice-to-have but it's a business imperative.

- It's characterised by a strong social conscience, a sense of environmental responsibility, a focus on diversity, human rights and a recognition that business has an impact that goes well beyond the financial. Workers and consumers demand that organisations do right by their employees and the wider world.

- Trust is the basic currency underpinning business and employment. Companies have to place their societal purpose at the heart of their commercial strategy.

# Thank you for your attention.