



New Opportunities for the Development of Education at the Technical University of Liberec

Specific objective A2: Development in the field of distance learning, online learning and blended learning



NPO_TUL_MSMT-16598/2022

Current HR challenges of HRM in post-pandemic period

Ing. Tereza Michalová



Financováno
Evropskou unií
NextGenerationEU



Národní
plán
obnovy



MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY



Seminar 1 HRM/HRMIM/HRM-E

Seminar requirements:

1. Attendance:

- 9 weeks semester – 1 missed seminar

2. Case study and its presentation in teams (**max. 15 points**)

- the presentation will be for 25 minutes
- topic will be specified
- team roles

3. Participation on virtual mobilities

4. Exam (max. 15 minutes)

- The aim of seminars is to develop knowledge of students in career management (HRM from perspective of candidate in the labour market).
- Seminars provide practical training of specific issues in each module.
- During seminars students also present projects on selected topics.
- They practice topics as career analysis and recruitment, competences, personal brand, CV, cover letter, selection process and interview, practicing of the assessment center.



Would you rather:

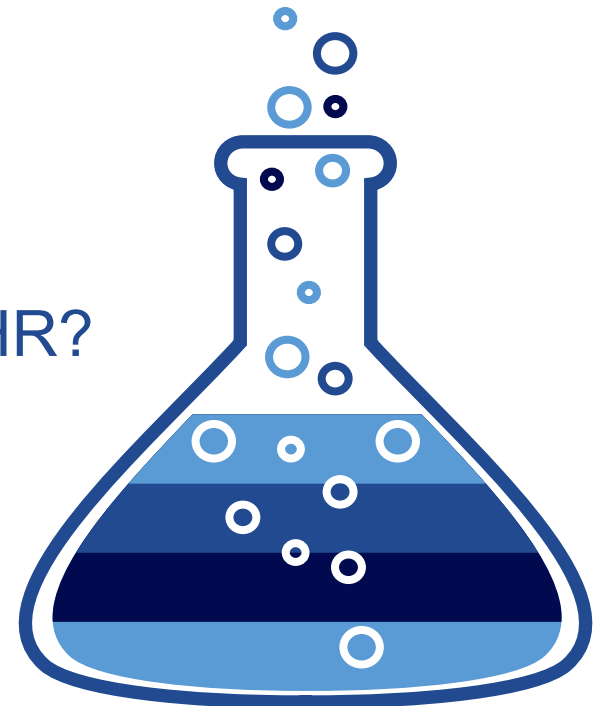
- Find true love today or win the lottery next year?
- Lose your sight or your memories?
- Have universal respect or unlimited power?
- Always be 10 minutes late or 20 minutes early?
- Have the ability to see 10 minutes into the future or 150 years into the future?
- Have telekinesis (the ability to move things with your thoughts) or telepathy (the ability to read minds)?
- Never be able to go out at night or during the day?
- Solve world hunger or global warming?

Previous knowledge of Human Resource Management

3 most typical words for Human Resource Management?

- H
- R
- M

Why did you choose these words? How are they connected to HR?



Trends in HR



Seminar plan

Week 1

- Seminar requirements
- Introduction of the system of work on case studies

Week 2

- Selected topics from the platform

Week 3

- Selected topics from the platform

Week 4

- Case study 1 presentation
- Selected topics from the platform, knowledge sharing



Seminar plan

Week 5

- Case study 2 presentation

Week 6

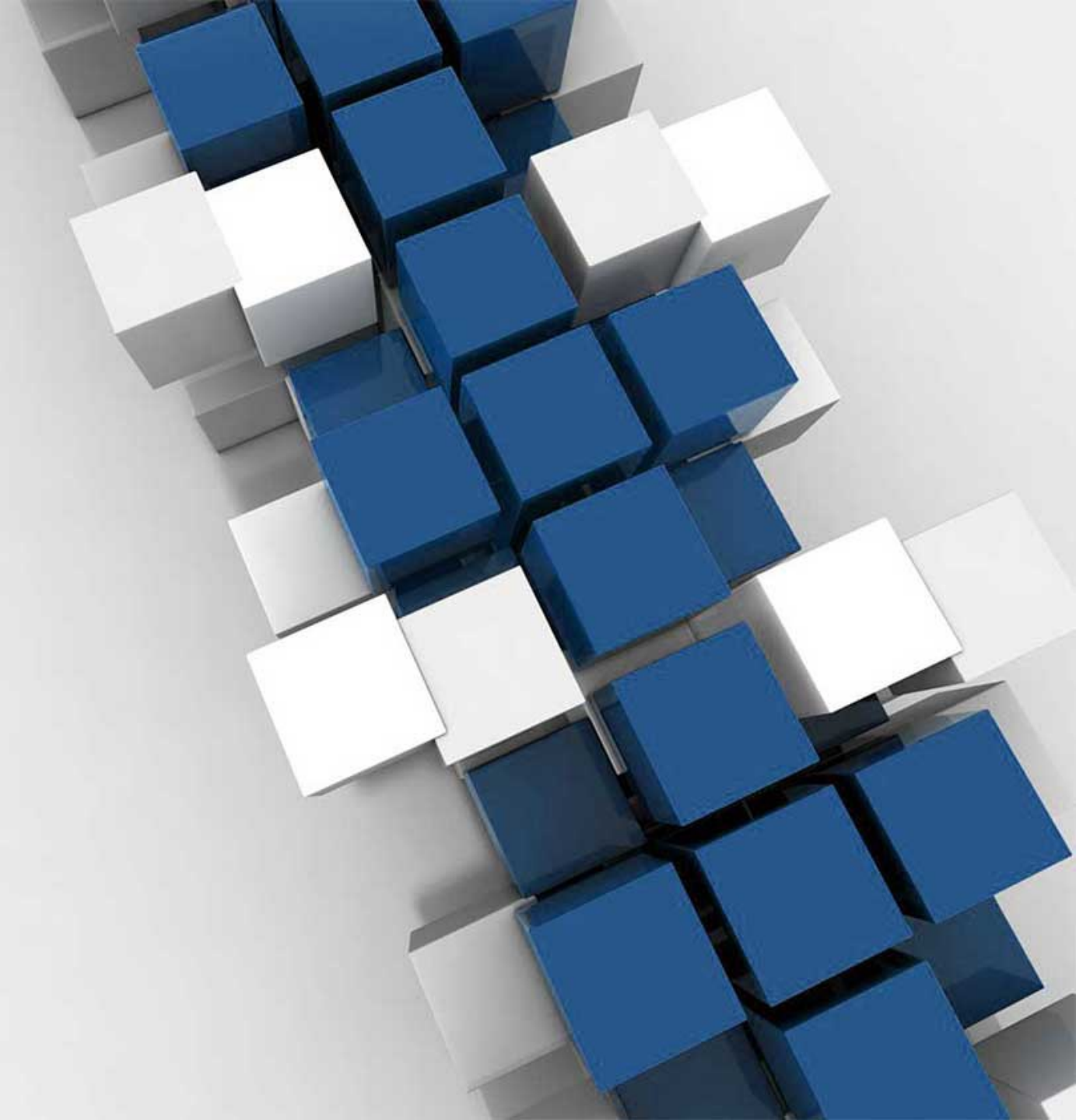
- Case study 3 presentation

Week 7

- Case study 4 presentation

Week 8

- Case study 5 presentation



Seminar plan

Week 9

- Case study 6 presentation

Week 10

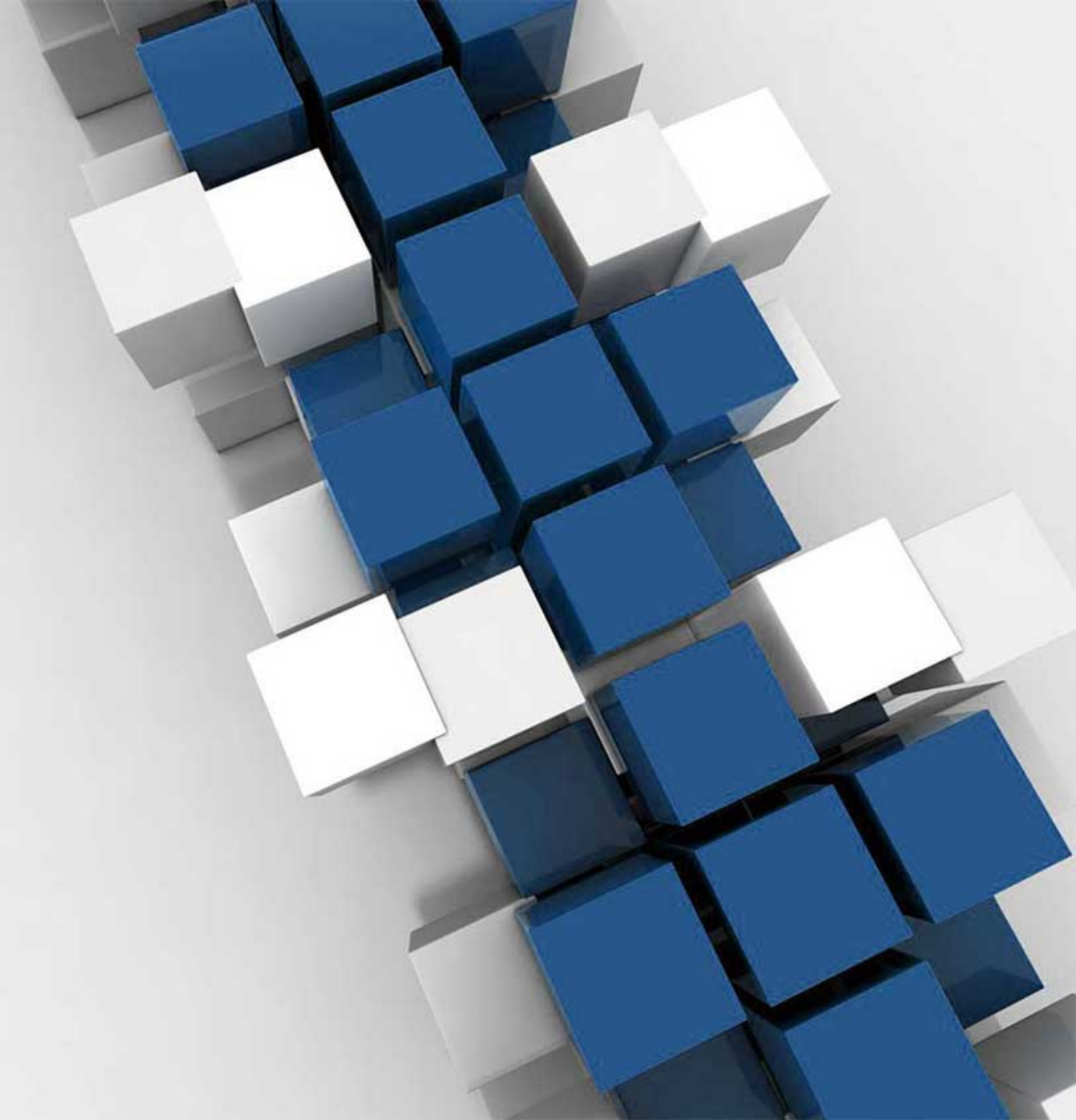
- Selected topics from the platform

Week 11

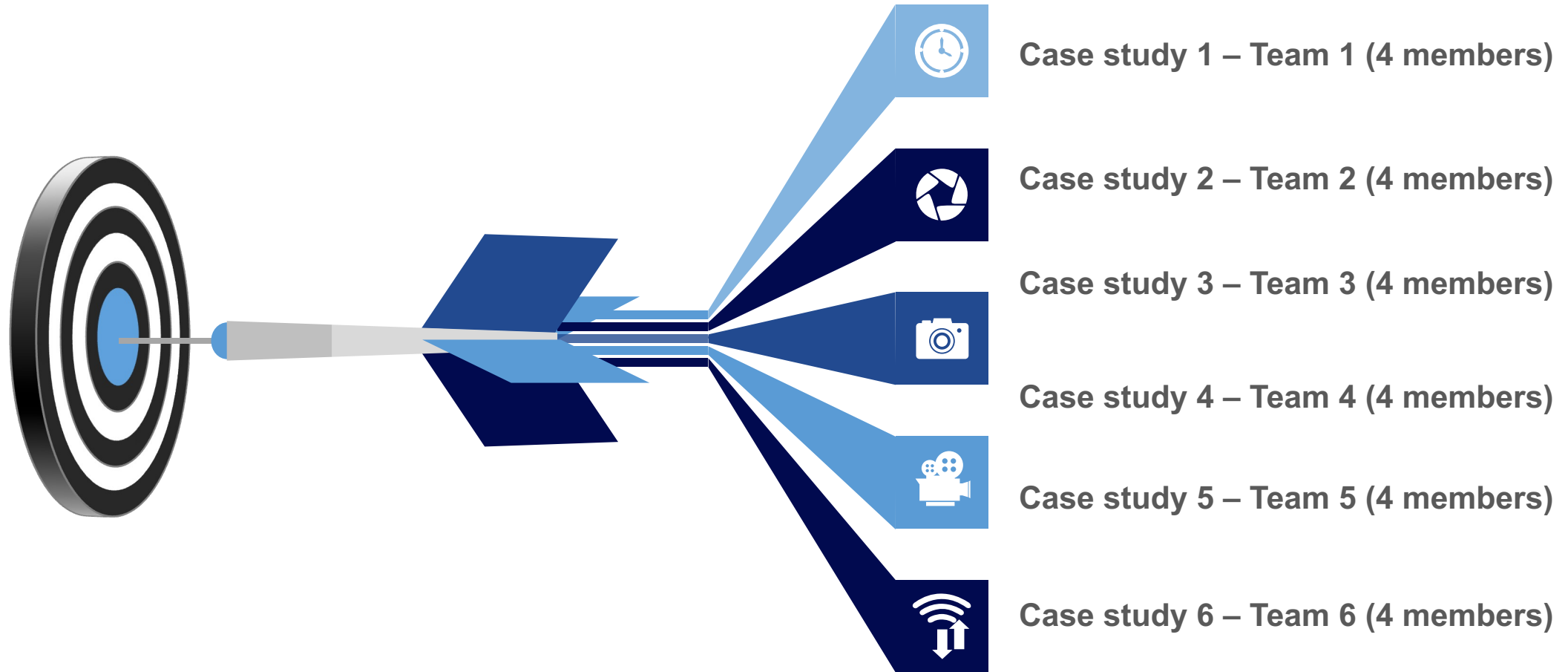
- Selected topics from the platform

Week 12

- Selected topics from the platform



Case study – Work in teams



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

Key HRM challenges

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

Create eye catching title

Interesting title, which will attract readers

Theoretical frameworks / research methods

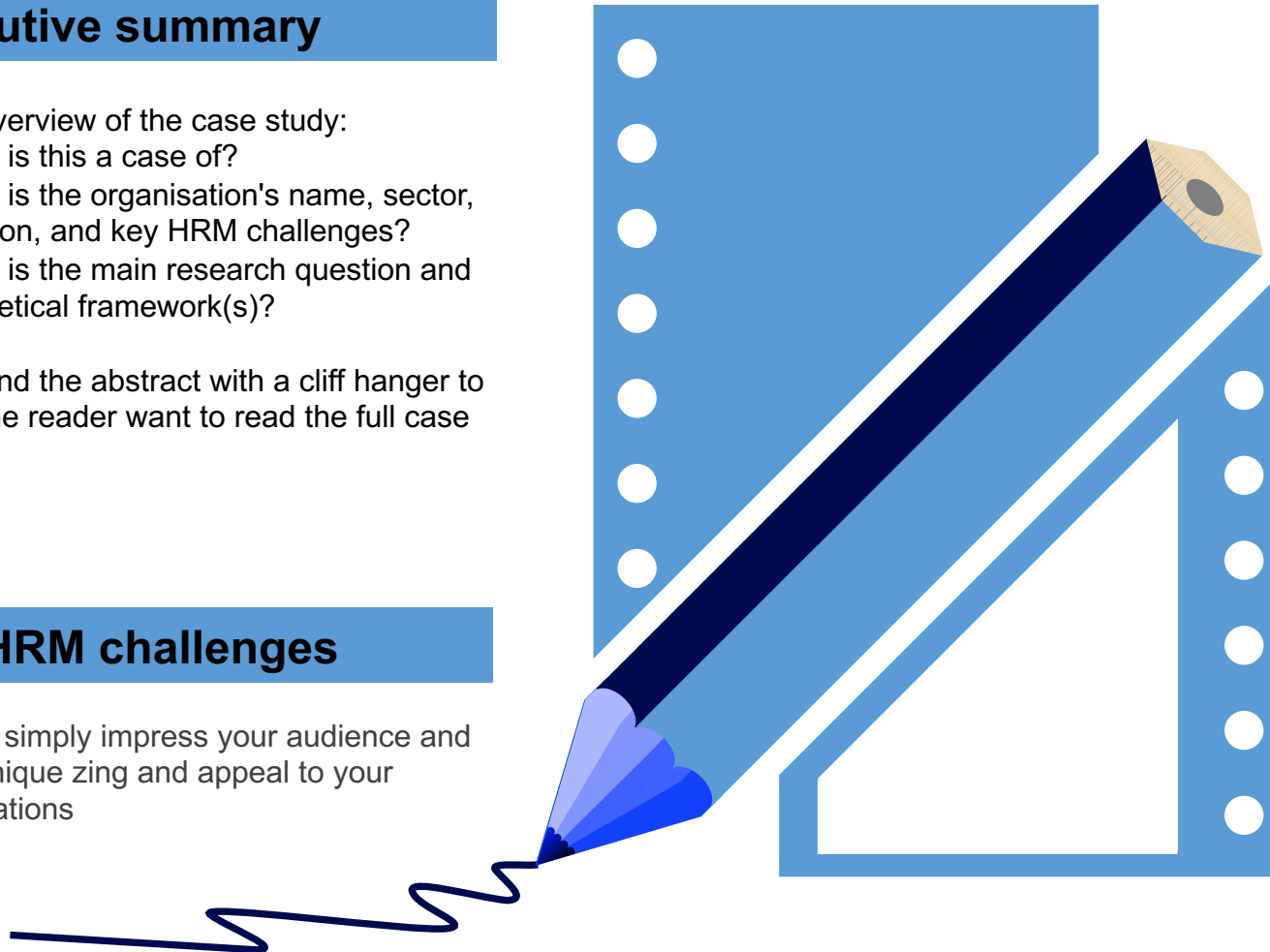
Describe what you have used for the analysis of the case and any company tools / techniques that are useful

Findings and Analysis

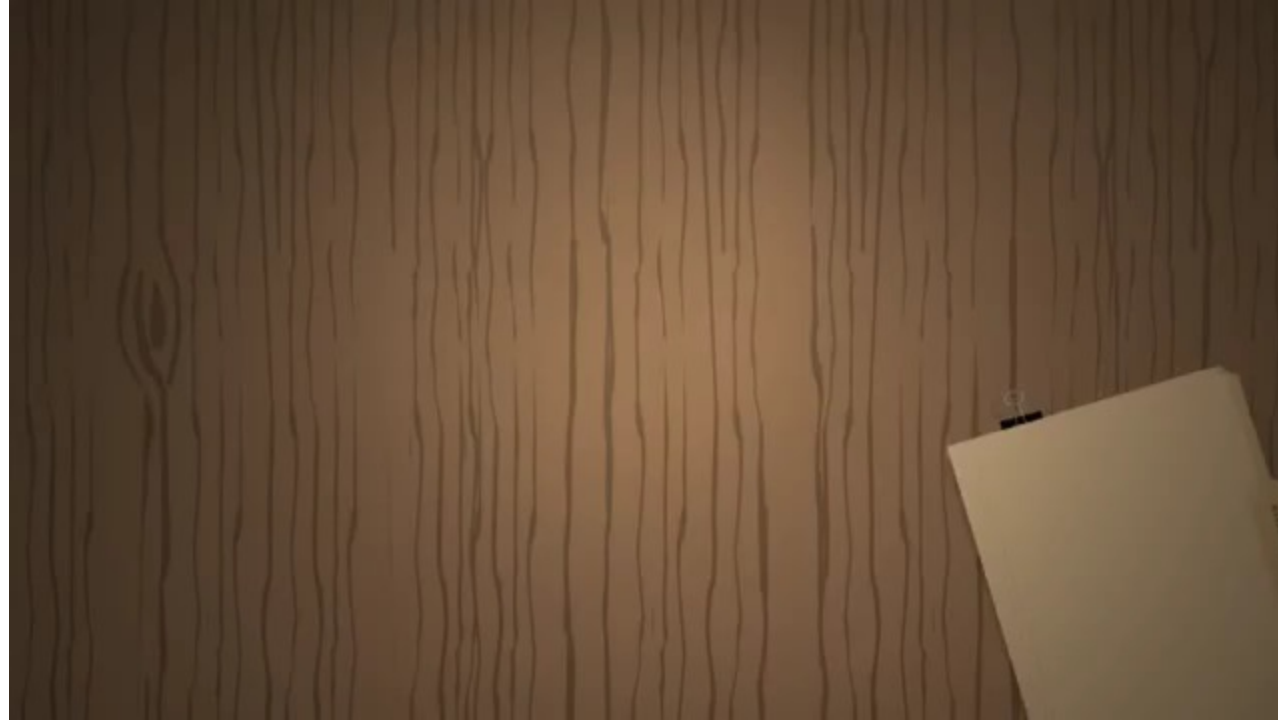
critical evaluation of the problem

Recommendations / Proposed Tool

Provides proposals



Case study example



How to work on YOUR case study

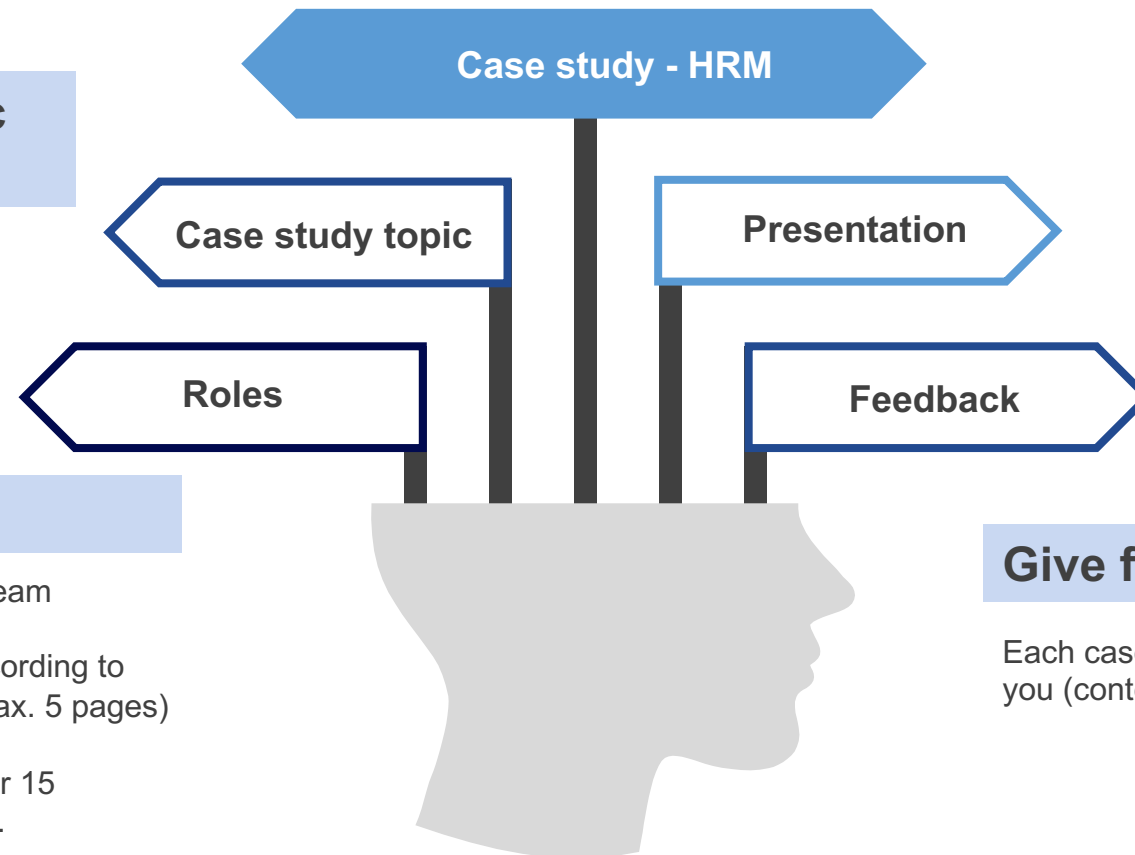
Selected Topic from HR
Focused on SMEs,
International HRM,
HRM in big corporations.

Register selected topic in GoogleDocuments

- You can choose from offered topic
- Until week 2 (28. 2. – 4.3.)

Work in Teams

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



Present your case study

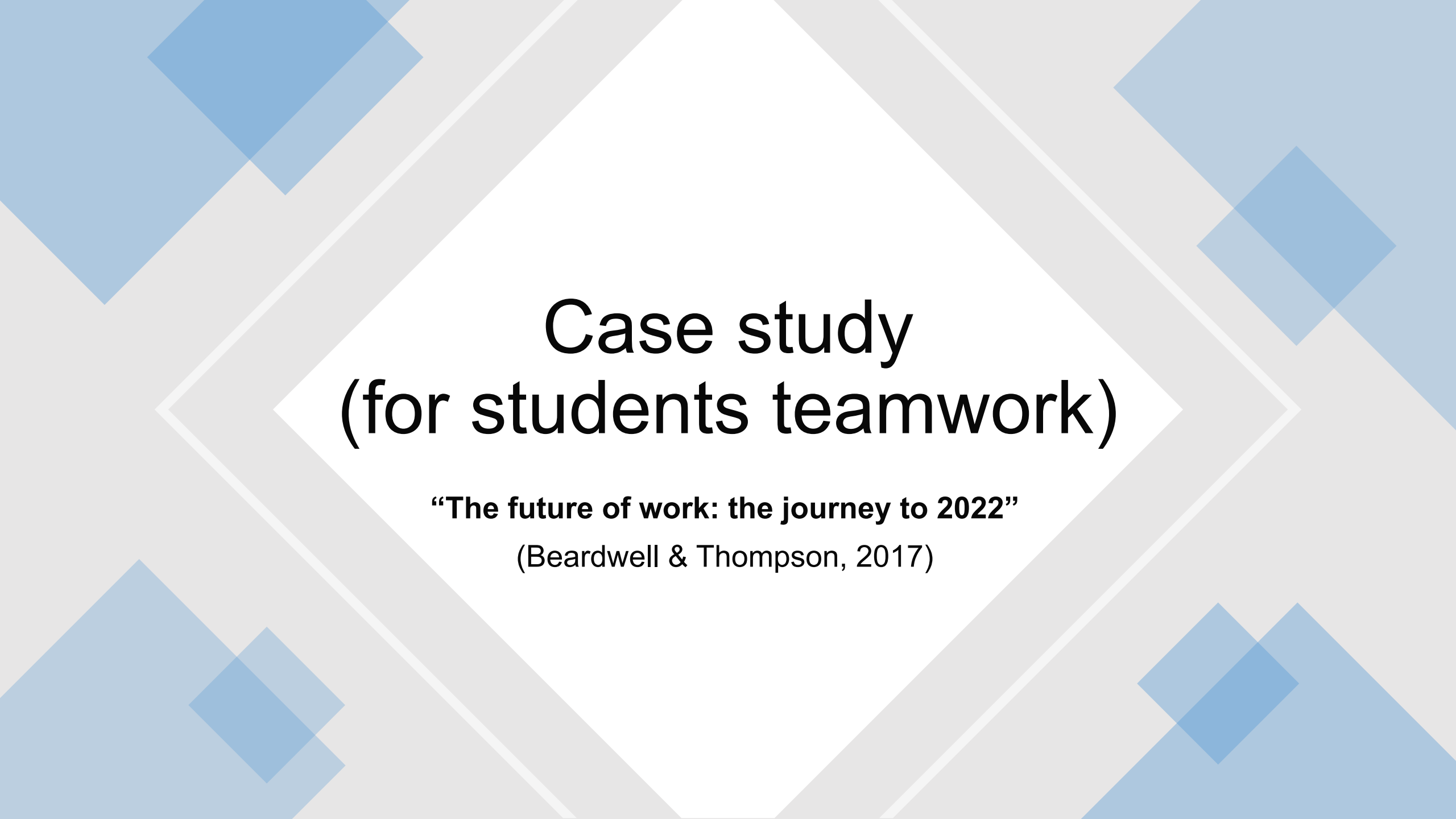
For approx. 15 minutes introduce your case study based on the structure given in the guide impress your audience and add a unique view and eye catching title and appeal to your presentations.

Give feedback to other teams

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

LINK to the Excel sheet case study choosing

https://docs.google.com/spreadsheets/d/1BuHXQxodb_weO_b9Vm7FAni05UQTIW8p/edit#gid=2062976025



Case study (for students teamwork)

“The future of work: the journey to 2022”

(Beardwell & Thompson, 2017)



Case study

The future of work: the journey to 2022

A team from PwC and the James Martin Institute for Science and Civilisation at the Said Business School in Oxford came together in 2007 to develop a series of scenarios for the future of people management. The result was three 'worlds of work', which provide a lens through which to examine how organisations might operate in the future. The forecasts are based on the results of a specially commissioned survey of 10,000 people in China, India, Germany, the UK and the USA and a survey of almost 500 HR professionals across the world.

The report predicts that competing social, political, economic and technological forces are likely to result in three future scenarios or 'worlds of work'. They also suggest that most organisations are likely to be a mix of all three.

The orange world – Small is beautiful

In this scenario, specialisation dominates the world economy. Companies begin to break down into collaborative networks of smaller organisations. The emphasis in the orange world is on maximising flexibility while minimising fixed costs. This is likely to take advantage of the rise of the portfolio career, hiring a diverse mix of people on an affordable, ad hoc basis.

The blue world – Corporate is king

In this scenario, big company capitalism rules. Organisations continue to grow bigger and individual organisational preferences trump beliefs about social responsibility. Here ▶



the emphasis is on profit, growth and market leadership. Scale is the crucial differentiator in this world as it allows these mega-corporations to reach out across the globe and compete for talent and resources – constantly innovating and keeping pace with customer demands.

The green world – Companies care

In this scenario, social responsibility dominates the corporate agenda with concerns about climate change, demographics and sustainability becoming the key drivers of business. The driving goals in these organisations are positive social and environmental impacts. Ethical values are a

key consideration and the employee value proposition in this scenario is work-life balance in return for loyalty to the organisation.

Read the full report at: <http://www.pwc.com/gx/en/issues/talent/future-of-work/journey-to-2022.html> and answer the following questions:

- 1 What key challenges are likely to be created by the co-existence of these three scenarios?
- 2 What are the implications of these different scenarios for the HR function?
- 3 What types of HRM practices would you recommend for each scenario?

(Beardwell & Thompson, 2017)

LINK TO THE REPORT: <https://www.pwc.com/ee/et/publications/pub/future-of-work-report.pdf>

INDIVIDUAL WORK:

Workforce of the future

The competing forces shaping 2030

LINK TO THE REPORT: <https://www.pwc.com/gx/en/services/people-organisation/workforce-of-the-future/workforce-of-the-future-the-competing-forces-shaping-2030-pwc.pdf>



1. What are the four worlds?

2. What are their specifics?

