Digital HR

Course Code: DLBPEDHR01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The aim of the course is to address the impact of the megatrend "digitalization " on HR management and the world of work. This trend offers HR departments the opportunity to redefine themselves. As a result of digitalization, HR departments are in a position to leave the classic role as "administrators" of personnel and turn to the value creation potential of HR departments. Therefore, the potential of the latest technological developments (such as artificial intelligence) for individual steps of HR management will be considered. A brief, overview-like description of the technologies for HR is fundamental. Although HR professionals do not need to understand these technologies in detail, it is necessary for them to know their core aspects regarding HR business processes. The course also discusses important framework conditions that cannot be ignored for successful digitalization. In addition, it focuses on the emergence of new professions and requirements as a result of digitalization. The dual digitization challenges of HR by contributing to the digital transformation and the transformation of the HR function are addressed as well.

Course Outcomes

On successful completion, students will be able to

- understand the influences and consequences of the digitalization on the world of work and human resource management as well as the potential of digitization.
- describe digital technologies that have an impact on human resource management.
- identify specifics of digitalization for recruiting, HR development, and leadership as HR functions which are highly impacted by this megatrend.
- understand the role of HR in the digital transformation.
- capture important framework conditions for the success of digitalization in the HR sector.
- deal with new professions that are emerging in the context of digitalization.

Contents

1. Basics of Digitalization
    - 1.1 Introduction to the Problem
    - 1.2 Concept of Digitalizationand Scenarios
    - 1.3 Consequences for the World of Work and Personnel Management

2. Digital Technologies
   2.1 Introduction
   2.2 Term Digital Technologies
   2.3 Overview of New Digital Technologies

3. Potentials of Digitization in Personnel Management
   3.1 Introduction
   3.2 Changing Work through Digitalization

4. Digitalization and Workforce Planning and Recruitment
   4.1 Term Personnel Planning and Recruitment
   4.2 Digital Personnel Planning
   4.3 Digital Recruiting

5. Approaches to Digital Learning in Personnel Development
   5.1 Concept of Personnel Development and Digital Learning
   5.2 Informal Learning in the Workplace
   5.3 Role of HR and Managers
   5.4 Digital Learning Technologies

6. Digital Leadership
   6.1 Term Digital Leadership
   6.2 Paradigm Shift in Leadership
   6.3 Mission Statement of the Digital Leader
   6.4 Tolerance of Contradiction as Key Competence

7. Digital Transformation
   7.1 Term Digital Transformation
   7.2 Four Categories of Digital Maturity
   7.3 Actors and Stakeholders
   7.4 Drivers of Digital Transformation
   7.5 Digitalization and Corporate Culture
   7.6 Change in Organizational Structures
   7.7 Management and Responsibilities in the Transformation Process

8. Framework Conditions for Successful Digitalization
   - 8.1 Legal Framework
   - 8.2 Ethical Framework
   - 8.3 Digital Workplace
   - 8.4 Meaningful IT Systems
   - 8.5 Digital Mindset and Competence Profile of Employees
   - 8.6 Digital Health Management

9. New Professions as a Result of Digitalization
   - 9.1 Introduction
   - 9.2 Digital Professions
   - 9.3 Conclusion and Outlook

Literature

Compulsory Reading

Further Reading

- Ashmarina, S. I. et al. (2021): Digital Economy and the New Labor Market: Jobs, Competences and Innovative HR Technologies. Springer Nature, Cham.
- Cantoni, F. et al. (2018): Human Resource Management and Digitalization. G. Giappichelli Editore, Torino.
- Güldenberg, S./Ernst, E./North, K. (2021): Managing Work in the Digital Economy: Challenges, Strategies and Practices for the Next Decade. Springer Nature, Cham.
- Trost, A. (2020): .Human Resources Strategies [electronic resource] : Balancing Stability and Agility in Times of Digitization. Springer Nature, Cham.
- Urbach, N./Röglinger, M. (2018): Digitalization Cases: How Organizations Rethink Their Business for the Digital Age. Springer Nature, Cham.

Study Format Distance Learning

Study Format	**Course Type**
Distance Learning	Online Lecture

Information about the examination	
Examination Admission Requirements	**BOLK:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
☐ Learning Sprints®	☐ Review Book
☑ Course Book	☐ Creative Lab
☐ Vodcast	☐ Guideline
☑ Shortcast	☑ Live Tutorium/Course Feed
☑ Audio	☐ Reader
☑ Exam Template	☑ Slides