

Managers in all types of organizations must be able to think critically, plan strategically, communicate effectively, and act decisively in an ever-changing global marketplace that is driven by a constant focus on value-added differentiation. The Bachelor of Arts (BA) in Human Resource Management program provides students with a robust foundation in both general business and human resource knowledge. These core competencies are designed to provide future human resource practitioners with the perspectives, insights and tools necessary in developing and implementing effective human resource policies. Graduates will gain a deep understanding of how the human resources function can be integrated with other business capabilities to deliver superior value to customers within a global service-oriented context.

For gainful employment disclosures about this program, visit <http://west.edu/content/dam/westedu/gainful-employment/HRM/52.1001-Gedt.html>

Program Learning Outcomes

1. Analyze the competitive marketplace and core internal capabilities to identify areas of competitive advantage to support a long-term sustainable positioning in today's global, service-oriented environment.
2. Support business decisions with sound and defensible corporate and personal ethical policies.
3. Evaluate employee performance using psychology frameworks, research and data-driven analyses that fit organizational and individual growth objectives.
4. Identify the linkages between human resource policies and procedures and the fulfillment of customer needs.
5. Analyze key financial measures of success and evaluate their connections to human resource policies and procedures.
6. Design and implement a comprehensive corporate training and development plan consistent with corporate vision, structure, staffing, and employment practices.
7. Analyze corporate personnel practices and recommend appropriate enhancements to increase motivation and productivity.
8. Analyze health and safety issues in the workplace and develop a plan for assuring and maintaining a

hazard-free work environment.

9. Employ effective management practices consistent with federal and state requirements for employee rights/protections, compensation, benefits, and labor relations.
10. Develop effective negotiations, mediation, and collective bargaining skills consistent with commonly accepted practices in employee relations and fair treatment.

Required Course of Study

General Education Core Requirements - 51 credits

Elective Courses - 21 credits

Major Requirements - 45 credits

Capstone - 3 credits

Credits Required for Degree: 120

Major Course Descriptions

Major Requirements – 45 credits

BEH 407 Motivation and Achievement

This course explores evolutionary, sociobiological, environmental, and cognitive influences on human motivation and achievement. Students examine attributes, attitudes, and abilities that increase personal effectiveness and facilitate achievement. Themes include positive and negative emotions, assertiveness, creativity, and effective goal setting.

COM 423 Group Dynamics: Teambuilding, Negotiation, and Conflict Management

This course explores effective versus ineffective communication in groups and how leaders emerge. Students participate in role-playing activities in order to enhance problem solving skills and encourage trust within team development. Themes include the principles of interpersonal and group dynamics, experiential learning, and conflict resolution.

HRM 335 Human Resources Management

This course provides a general overview of the key employment practices necessary to effectively manage human resources within an organization. Students learn the process of planning, recruiting, selecting,



training, and evaluating employees. Topics include federal and state regulation compliance, company policies and procedures, and contemporary trends in human resources.

HRM 410 Staffing and Employment Practices*

This course evaluates current issues affecting staffing and employment practices and their impact on an organization's ability to compete in the marketplace. Students learn to develop and maintain a successful work force while complying with labor laws and regulations. Themes include labor markets, organizational models, staffing procedures, and the role of public policy.

*Prerequisite: HRM 335

HRM 420 Health and Safety in the Workplace*

This course increases awareness of the internal and external factors that negatively affect occupational safety. Students learn how to maintain and improve health and safety in the workplace, with emphasis on organizational commitment and involvement. Topics include the Occupational Safety and Health Administration (OSHA), hazards, exposures, injuries, illnesses, and fatalities.

*Prerequisite: HRM 335

HRM 430 Employment Law*

This course provides an overview of the key legislation that impacts employer and employee rights. Students discover the importance of effective management practices to ensure federal and state regulatory compliance. Themes include training, consumer protection, compensation, benefits, labor relations, workplace behavior, and safety.

*Prerequisite: HRM 335

HRM 460 Labor and Management Relations*

This course analyzes historical and modern labor relations in the United States, as well as their impact on the strategies of an organization. Students discover the importance of selecting organizational benefits that will attract and maintain a quality labor pool. Subjects include labor unions, contract negotiations, the National Labor Relations Board (NLRB), and arbitration procedures.

*Prerequisite: HRM 335

HRM 476 Performance Management and Compensation*

This course will focus on the importance of strategic management of performance evaluation and compensation planning and analysis. The content emphasizes how policies designed to align individual and organizational performance and reward employees for performance can be leveraged as core competencies within a dynamic, global organization.

*Prerequisite: HRM 335

INB 200 International Business

This course surveys the financial, socioeconomic, legal, and political factors involved when expanding a business outside national borders. Students analyze the interrelationships between people and cultures when making business decisions and completing transactions. Topics include international trade theories, operational strategies, domestic and foreign economies, and foreign market analysis.

MGT 240 Organization Theory and Behavior

This course introduces the principles, philosophies, and theories of management and organizational behavior as used in both public and private organizations. Students explore these ideas through realistic case studies, group exercises, and self-assessment. Themes include organization theory, individual and group dynamics, conflict resolution, and decision making.

MGT 252 Political, Legal, and Ethical Issues in Business

This course explores how government policies and regulations affect business management, business transactions, and personnel management. Students explore how to balance corporate and community commitments while maintaining a successful business model. Subjects include key legal functions affecting business operations, ethical business practices, contracts, management of business property (personal and intellectual), product liability, labor relations, and personnel management.

MGT 337 Supervision and Leadership

This course demonstrates the difference between being a manager and being a transformational leader. Students engage in self-analysis to identify and implement leadership strengths, as well as overcome weaknesses. Topics include effective management styles, communication strategies, motivation techniques, and labor relations.

MGT 445 Corporate Training and Development*

This course explores corporate training and development methodologies, technologies, and best practices. Students learn how to analyze, design, and develop training programs that align with corporate goals. Topics include training program development, monitoring and evaluation, behavior issues, and performance management.

*Prerequisite: MGT 240

MGT 452 Managerial Communication

This course addresses basic communication theories and examines the key concepts that contribute to effective managerial and organizational communication. Students engage in activities designed to improve professional writing, speaking, and presentation skills.

MKT 308 Marketing Management

This course illustrates the importance of marketing in modern global business and introduces critical strategies for success. Students learn to manage internal resources while fostering external relationships with vendors, partners, and customers. Topics include marketing plan components, product introduction and promotion, market segmentation, pricing, and distribution channels.

Capstone Course Descriptions

Capstone – 3 credits

HRM 485 Human Resource Management Capstone *

This course provides students with the opportunity to demonstrate their ability to integrate the knowledge and skills learned in the General Education and Management core, with the functional, theoretical, and analytical skills acquired in the Human Resources major. In addition, the concept of Risk Management, a critical competency for HR professionals, will be introduced and applied in a dynamic, case-based learning environment. HRM students will be required to demonstrate mastery of the diverse functional areas of their major by developing creative, yet feasible integrated solutions to real-world organizational challenges. Mastering these skills requires an integrated, holistic perspective. Subjects incorporated in these assignments include management, communication, human resources, and ethics in a global environment.

*Prerequisite: 114 credits