

Bachelor Degree in Business Administration and Management and Business Transformation

Course: Talent and People Management

Subject: Professional Development

Credits: 6 ECTS

Program: Bachelor

Modality: On-Site

Year: Fourth

Semester: First

Academic Year: 2026–2027

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2. Presentation

Human talent is a vital resource in a company that is committed to change, and the transformation of the business towards sustainability. This course develops the contents, methods and tools associated with human resources strategy and talent management. It discusses aspects related to the human resources function, the search for and investment in talent. In particular, it examines aspects related to the evolution and key functions of human resources management: attracting, retaining and developing the people who are part of the company in order to develop a business transformation plan towards a sustainable business.

3. Learning outcome of the degree

- RAT1 - The graduate will be able to recognize the tasks of the different functional areas within a company or organization, taking into account previous theoretical learning about business structures.
- RAT2 - The graduate will identify the moral and ethical principles related to legal and social responsibility, derived from business action through theoretical learning of the regulations that apply to companies.
- RAT4 - The student will describe the techniques of management in the development of business organizations by means of different written tests.
- RAT7 - The student, after completing the Degree, will be able to identify the HR principles and practices of organizations through real-world case study learning
- RAT8 - The graduate will be able to provide a detailed description of the principles of occupational risk assessment as well as the action plans required to implement them in a company.
- RAT9 - The student will be able to provide clear and precise explanations of any knowledge/information, both orally and in writing, in Catalan, Spanish and a third language, particularly English.
- RAT10 - The student will be able to apply digital technologies (at the right time) in his/her field of expertise.
- RAT11 - After completing the Degree, the student will be able to apply the teamwork techniques in an autonomous way.
- RAT18 - The student will be able to provide innovative, creative and entrepreneurial solutions in professional situations.
- RAT19 - The student will be able to evaluate the sustainability and social impact of the proposals presented, with ethical, environmental and professional responsibility.
- RAT20 - The student will be able to apply the gender perspective in the professional tasks.
- RAT22 - After completing the degree, the student will be able to design work processes to achieve organizational efficiency.
- RAT24 - After completing the degree, the student will be able to design projects for IT services and systems in all business fields.

4. Learning outcomes of the subjects

- RAM3 – Students will be able to generate proactive initiatives in order to minimize and prevent future problems.
- RAM4 – The student will be able to adequately measure the effectiveness of the equipment by presenting the results obtained by applying the measurement techniques learned.
- RAM6 – The student will be able to adequately propose concrete changes in the working method from new objectives and opportunities to improve the business result through a written project.
- RAM7 – The student will be able to clearly contrast the importance of the analysis techniques used to identify solutions to specific problems posed in practical cases.
- RAM8 – The student will be able to correctly validate the work of a team when undertaking effective actions to foster the talent and abilities of others.

5. Contents

The course will review strategic aspects of Human Capital to attract the right talent to be part of the process of organizational change, such as the promotion of collaborative behaviors throughout the organization, as well as more operational issues: recruitment, selection, training, retention of talent and managerial, and legal skills.

1. Application through examples and exercises of Corporate Social Responsibility (CSR) to ensure a better sustainable community and continuity in awareness of its importance.
2. Introduction to Human Resource Management and the Current Labour Market
3. Job analysis and job description
4. Staff selection
5. Training and development
6. Human Resources Management System by competencies
7. Assessment of Performance Evaluation
8. Compensation and benefits
9. Organizational commitment
10. De-staffing
11. Leadership Directorate
12. Motivation in the workplace
13. Internal relations
14. Teamwork (Coaching and Mentoring)
15. Strategic vision of organizational transformation from the HR Directorate. Management indicators.
16. Development of human resources policies.
17. Labour law.

6. Methodology

Learning outcomes developed	Teaching methodology	Training activities
Knowledge	Master class	Teacher's presentations

	Instructional sessions	Student's presentations
	Tutoring	Meetings for the resolution of doubts
	Learning based on readings	Reading and analysis of documents
Skill	Learning based on projects	Problem solving
	Learning based on audio-visual	Audiovisual analysis
	Case-based learning	Search and processing of information. Problem solving
Competence	Project-based work	Reporting Submissions of reports or papers

7. Evaluation

Evaluation system	Weight
Continuous evaluation: exercises, problems, reporting, papers, case studies	40 %
Mid-term exam	20 %
Final exam	40 %

The regulations include the obligation of 75% attendance.

- Absences are divided into two categories: justified and unexcused. Excused absences are those that can be demonstrated with a proof. All other absences are considered unjustified absences.
- The supporting documents must be delivered within a maximum period of 7 days to the teaching staff and clearly include the student's personal data as well as the date and time in which the student did not attend to a class.

Continuous assessment

The final grade for the subject is calculated based on the weighting of three evaluation blocks, divided into evaluable activities:

A. Midterm exam: 20%

B. Exercises, problems, preparation of reports, assignments, presentations: 40%

1. Four evaluable activities: 5% each

2. A group assignment or report: 10%

3. A group presentation: 10%

C. Final exam: 40%

These three blocks will only be weighted if the final exam grade is equal to or greater than 4.0. If the final exam grade is less than 4.0, the subject cannot be passed.

In the event that the subject is failed and, in turn, the final exam grade is less than 5.0, the student can recover the final exam with an additional test. If the weighted grade for the activities in section B is less than 5, this is also recoverable. With the result obtained, the final grade for the subject will be calculated according to the previous criteria.

Students who do not attend evaluative activities with a weight greater than 50% will receive an overall course grade of "Not presented."

Single Evaluation

The single evaluation consists of a single exam that is equivalent to 100% of the course grade. The exam, and therefore the subject, is passed with a grade of 5 out of 10 in this final test. In case of obtaining a grade lower than 5.0, the student has the right to a make-up exam.

To benefit from the single evaluation, it is necessary to send a written request to the coordination during the first 15 business days of the course.

The regulations establish a mandatory attendance requirement of 75%.

Regular attendance at in-person teaching activities is a fundamental academic requirement for the proper acquisition of the competencies and learning outcomes of the course. In this regard, a minimum attendance of 75% of the total scheduled sessions is mandatory.

Failure to meet this minimum attendance percentage will result in the loss of the right to sit the final exam for the course. Consequently, the student will be graded as a fail, with no possibility of reassessment or second-chance opportunities, in accordance with the University's current academic regulations.

1. Absences are divided into two categories: justified and unjustified. Justified absences are those that can be supported by documentation. All other absences are considered unjustified.

2. Supporting documents must be submitted to the teaching staff within a maximum period of 7 days, and must clearly include the student's personal details, as well as the date and time during which attendance at class was prevented.

8. Bibliography

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