Annex No. 3		**Second Cycle Study Program**			
1.	Title of course	**Social media platforms in HRM**			
2.	Code	**MSHR 512**			
3.	Study program	MBA in Strategic Human Resource Management			
4.	Organizer of the study program (university unit i.e. institute, department, division)	Faculty of Economics-Skopje			
5.	Degree (first, second, third cycle)	Second cycle			
6.	Academic year / semester	Year	1	Semester	2
7.	Course load expressed in ECTS	5 ECTS			
8.	Professor (in case of multiple professors, a designated professor in charge)	Prof. Dimitar Jovevski, Ph.D. Full professor			
9.	Language of instruction	English			
10.	Necessary prerequisites for enrolling in the course	None			
11.	Course objectives (competences) and learning outcomes:	Course Competencies & Student Learning Objectives: From social media to digital platforms and mobiles apps, todays HRM is recruiting differently than in the past. Students in this course will have opportunity to learn and gets hands on with different social media platforms may be used in various aspects for HRM and how those platforms enhance organizational performance, employee productivity, social capital and brand awareness of the organization. This course will make students to make more informed decision in the HRM process but also in consuming the services provided by HRM through social media. The course will gave opportunity student to communicate on social media, specifically LinkedIn, Facebook, Instagram and learn about different social media tools and how to used them in a professional manner.			

		Learning objectives of the course are: • Identify the most appropriate tools or frameworks to solve a given organizational problem in various organizational settings; Utilize tools to meet both the needs of management and employee HR challenges and opportunities LO 2.1. • Integrate and synthesize the various approaches to organization and HR problems LO 1.4.		
12.	Detailed course content by chapters and units with learning outcomes for each chapter:	1. Digital media landscape SLO> To recognized and use different digital channels 2. Social media and Company performance a. Social capital b. Employee productivity c. Knowledge management SLO> Able to create ideal buying personas. SLO> Understand the importance of social media in company performance. 3. Application of Social media in HRM SLO> Understand the importance of social media in HRM. SLO> Critically to choose between the most important social media channels for HRM. SLO> Create relevant content for HRM on social media. 4. Social media and recruitment process SLO> To recognize the relevant social media channels for HRM, SLO> To understand the process of digital recruitment 5. Analytics and reports SLO> To know all relevant KPI on social media and related with HRM		
13.	Interrelationship of courses:	/		
14.	Detailed description of the teaching and working methods for the course:	Online discussion, Quizzes, Group Assignment Project base learning, Group case presentation		
15.	Total hours:	5 ECTS x 25 hours = 125 hours		
16.	Forms of teaching activates	16.1.	Lectures – theoretical teaching: classes	24
		16.2.	Tutorials (laboratory, auditory), seminars, teamwork: classes	6
17.	Other forms of activities	17.1.	Project assignments: hours	40
		17.2.	Individual assignments: hours	40
		17.3.	Self- study: hours	15
18.	Signature requirements: 50% class presence			
19.	Method of assessment			
	19.1.	Tests: points		30
	19.2.	Individual tasks / projects (assignments: written and oral), seminar paper/project, written and oral presentations: points		60
	19.3.	Attendance		10
20.	Assessment criteria (points/grade)		Up to 50 points	5 (five) (F)
			51- 60 points	6 (six) (E)
			61- 70 points	7 (seven) (D)
			71- 80 points	8 (eight) (C)
			81- 90 points	9 (nine) (B)
			91- 100 points	10 (ten) (A)
21.	Method of monitoring the quality of teaching		Self-evaluation	
22.	Literature			
	22.1.	Mandatory literature		

		No.	Author	Title	Publisher	Year
		1.	Qualman Eriq	2nd Edition Socialnomics: How Social Media Transforms the Way We Live and Do	Wiley	2010
		2.				
		3.				
	22.2.	Additional literature				
		No.	Author	Title	Publisher	Year
		1.	*Peter Cappelli*	Recruiting	*Harvard Business Review,*	2019
		2.	*Mary Anne Watson, Gabrielle R. Lopiano*	Should We Fire Him for That Post? (HBR Case Study)	*Harvard Business Review,*	2016
		3.	*Patrick van Esch, J. Stewart Black*	Factors that Influence New Generation Candidates to Engage with and Complete Digital, AI-enabled Recruiting	*Harvard Business Review,*	2019