

Annex No. 3		Second Cycle Studies Subject Programme			
1.	Title of subject	Social Media Platforms in HRM			
2.	Code	MSHR 512			
3.	Study program	Strategic Human Resource Management			
4.	Organizer of the study program (university unit i.e. institute, chair, department)	Faculty of Economics-Skopje, SS. Cyril and Methodius University in Skopje			
5.	Level (first, second, third cycle)	Second			
6.	Academic year / semester	2021/2020 1 st semester (winter)	7.	Number of ECTS credits	6
8.	Professor	Prof. Dimitar Jovevski, Ph.D.			
9.	Preconditions for enrolment	Completed first cycle of studies with obtained minimum of 240 credits			
10.	<p>Course Competencies & Student Learning Objectives:</p> <p>From social media to digital platforms and mobiles apps, today's 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 give 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.</p> <p>Competences that will be develop on this course:</p> <ul style="list-style-type: none">SLO 2.3: 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 opportunitiesSLO 1.4: Integrate and synthesize the various approaches to organization and HR problems				
11.	<p>Course content:</p> <ol style="list-style-type: none">Digital media landscapeSocial media and Company performance<ol style="list-style-type: none">Social capitalEmployee productivityKnowledge managementApplication of Social media in HRMSocial media and recruitment processAnalytics and reports <p>Chapters from books, articles, case studies, and other course content will be delivered to the students beforehand.</p>				
12.	Learning methods: Online discussion, Quizzes, Group Assignment Project base learning, Group case presentation				
13.	Total hours	6 ETCS x 25 hours = 150			
14.	Allocation of hours per activity	40+15+95=150			
15.	Types of teaching activities	15.1.	Lectures – (12 weeks X 2)		24 hours
		15.2.	Tutorials (laboratory, auditory), seminars, teamwork		16 hours
16.	Other types of activities	16.1.	Project assignments		40 hours
		16.2.	Individual assignments		40 hours
		16.3.	Self- study		30 hours
17.	Grading method				
	17.1.	Tests			30 %

	17.2.	Individual tasks			30 %	
	17.3.	Projects assignments (written and oral)			30 %	
	17.4.	Attendance and class participation			10 %	
18.	Grading scale			under 51 %	5 (five) (F)	
				51-60 %	6 (six) (E)	
				61-70 %	7 (seven) (D)	
				71-80 %	8 (eight) (C)	
				81-90 %	9 (nine) (B)	
				91-100 %	10 (ten) (A)	
19.	Preconditions for taking the final exam			Activities from point 15 and 16		
20.	Language			English, Macedonian		
21.	Evaluation method			Internal 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.	Supplemental literature				
		No.	Author	Title	Publisher	Year
		1.	<u>Peter Cappelli</u>	Recruiting	<u>Harvard Business Review.</u>	2019
		2.	<u>Mary Anne Watson, Gabrielle R. Lopiano</u>	Should We Fire Him for That Post? (HBR Case Study)	<u>Harvard Business Review.</u>	2016
		3.	<u>Patrick van Esch, J. Stewart Black</u>	Factors that Influence New Generation Candidates to Engage with and Complete Digital, AI-enabled Recruiting	<u>Harvard Business Review.</u>	2019