

Online Course for HR Professionals & Business Managers

GGS

GERMAN GRADUATE SCHOOL
OF MANAGEMENT & LAW
HEILBRONN



HUMAN RESOURCE MANAGEMENT IN THE DIGITAL AGE

The Digital Transformation is having a huge impact on the the business world and human resource management activities. To prepare you with the skills you need to master the challenges ahead, we created this online course. It offers deep insights into the processes, practices, and technological systems that organizations employ when they manage human resources.

Target groups	HR & Business professionals, GGS students & alumni
Schedule	September 30th - December 16th, 2018
Workload	2-3 hours weekly (flexible, i.e. when you have the time)
Cost	GGS students free, GGS friends 99\$, regular 199\$
Methods	Video lectures with GGS professors & HR experts Individual assignments, reflections & quizzes Virtual team work & Online collaboration
Registrierung	https://ggs.novoed.com/ggs-digihrm

GGS
FRIENDS
99\$

Leading HR experts & course structure

Unit 1: Strategic Human Resource Management

Janina Kugel, Chief Human Resources Officer,
Management Board, Siemens AG

Unit 2: Workforce Planning & Change

Harald Schirmer, Manager, Digital Transformation & Change,
Continental AG

Unit 3: Recruiting & Retention

Gero Hesse, CEO, Embrace Medienfabrik, Bertelsmann AG

Unit 4: Human Resource Development

Dr. Jeanny Wildi-Yune, Senior Manager, KPMG AG

Unit 5: Health & Risk Management

Philippe Bopp, CEO, machtfitt GmbH

Good reasons to take this course

A digital perspective on the field of HR management
delivered by outstanding instructors based on cutting edge research

The integration of theoretical knowledge and practical insights
by HR experts from leading organizations

An innovative, multimedia learning environment
comprising video-based teaching and intriguing digital tools

A self-paced workflow
that provides temporal and spatial flexibility

Networking with international fellow students and peers
in collaborative groups, chats and forums

The development of online skills and digital competency
to prepare learners for an increasingly digital business environment



Andreas Eckhardt Human Resource Management

Andreas Eckhardt is Professor of Human Resource Management with a special focus on digital transformation and change. His areas of expertise are trends in recruiting and employer branding as well as the use, adoption, and diffusion of information technologies in HR management. Andreas has published more than 80 articles in numerous scientific top-journals and conference proceedings and holds several editorial positions.



David Wagner Digital Strategy & Innovation

David Wagner is Professor of International Management & Digital Business at the Munich Business School and a member of the Visiting Faculty at GGS. In his research, he scrutinizes technology-enabled forms of collaboration and organization, particularly social media and online communities. David is Senior Strategy Consultant at diva-e Digital Value Excellence GmbH and Head of Research at the German Association for Community Management (BVCM).

Karina Piersig is the Project Manager of this online course. Together with Prof. Dr. Eckhardt and Dr. Wagner, she will guide you through this new learning experience.



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