

# Lincoln University

401 15th Street  
Oakland, CA 94612  
510/628-8010

BA 308

Personnel Management

Spring 2009

Tuesday/Thursday 3:30 – 6:15 p.m.

Instructor: William Hess

People are one of the primary resources for a company. The right people in the right positions working with others can enable a company to achieve success. The wrong people in those positions can be a major problem for a company. Employee selection is only the start of human resource management. People have to fit the organization. They need to have the correct skills, style, and culture that the company wants in order to be successful.

This course is designed to enable the student to learn

- The responsibility of the human resource department
- How to analyze work skill requirements
- Methods of recruiting and selecting people
- The issues involved in training
- How to compensate employees
- How to assess employee performance

## **Course Work**

Study of the text book material

Classroom discussion of current events and case histories

Outside Project

Assignments

There will be assignments during the course. Hand in assignments must be typed. Late assignments will be reduced one grade unless previously discussed with the instructor.

## **Text**

Textbook. The book for this course is Fundamentals of Human Resource Management, Noe, Hollenbeck, Gerhart, Wright; Irwin McGraw Hill ISBN 007-2934255

It can help the student in studying the course material by referencing other books. Books recommended to be referenced include Human Resource Management; Foot and Hook; Prentice Hall; ISBN 0273681745 and Managing Human Resources; Bohlander and Snell; Thomson/Southwestern; ISBN 0324314639. Public Personnel Management; Klingner and Nalbandian Prentice Hall ISBN0130993077. Trade journal of interest include Human Resource Management.

## **Project**

The purpose of a project is to enable the student to learn more about the course subject by studying its application through research – primary and/or secondary. This course project is worth 15% of a student's grade and should received appropriate effort. A project proposal must be given to the professor and obtain his written signature of approval before proceeding.

## **Expectations**

The textbook provides a good understanding of the human resource decisions required for success. I will devote class time to discussing the concepts and how they apply to the operations of a company. We will discuss the application of human resource management theory to real life situations drawn from all our professional experiences.

My expectation is that you will prepare yourself for each class session by studying the material assigned before coming to class, that you will consider the application of what you are studying to the job of a Human Resource Manager, and that you will discuss your thoughts in class. If you have work experience you are expected to bring your experience into class discussions. If you do not have work experience, you are to think about the manager responsibilities and add to the discussion by asking relevant questions.

Respect in learning is important. Respect for others' opinions. Respect for others' learning. This means that students are expected to be on time for class. It is disrespectful to interrupt other's learning by coming late. If you are late for class, wait until the break and enter the classroom.

Students show respect by not talking to others in class about subjects not relevant to the material being discussed. Obviously the use of cell phones to talk or text message is not acceptable. It is acceptable to disagree or question another's point of view as long as it is designed to learn.

## **Evaluation in Grading**

The course is comprised of study of the textbook, outside readings, study and analysis of case histories, outside project.

## **Grading**

Grades will be based on the quality of reports, project, classroom participation, and examination. Attendance is important. Classroom participation is not possible if you are not in class. Grades will be based on

Classroom participation	15%
Assignments	10%
Project Written Report	15%
Exams	45%
Student Led Exercise	5%

## Instructor

Professor Hess has an extensive background in management, marketing, and sales management. His experience includes Corporate Marketing Research with Monsanto Company. Market Development Manager in starting a new division for Owens-Corning Fiberglas. Product Manager and Western Region Sales Manager for W. H. Brady Co. As Sales Manager, Professor Hess managed sales reps in 27 western states.

As Marketing Manager for a \$50 million division of H. S. Crocker Company, Professor also managed a sales force responsible for \$27 million.

In addition to teaching, Professor Hess has his own marketing/sales contracting firm. For help with your course work you can reach Professor Hess at his office 415/456-9765. E mail address [schoolaccount1@gmail.com](mailto:schoolaccount1@gmail.com)