



UNIVERSITI TEKNOLOGI MARA

CTM274: CREATIVE HUMAN RESOURCE MANAGEMENT

Course Name (English)	CREATIVE HUMAN RESOURCE MANAGEMENT APPROVED
Course Code	CTM274
MQF Credit	3
Course Description	This course is enable students to fully understand the functions of human resources and apply them to the creative art industry. The first part of the course will introduce students to the understanding of human resources in relation to industry practices. Organization, management of line and staff, strategy and responsibility are the elements of discussion in first half of the study. The second half of the course will comprise the formulating and executing of company strategy and budgeting for management purposes.
Transferable Skills	Possess ability to respond flexibly and adapt skills and knowledge to excel in unfamiliar situations fostered within an internationalised community. Understand work and culture.
Teaching Methodologies	Lectures, Blended Learning, Case Study, Tutorial, Discussion
CLO	CLO1 Explain what human resources management is and how it relates to the creative management processes. CLO2 Illustrate the responsibilities of line and staff managers in human resources department relation to industry practices. CLO3 Describe the human resources role in formulating and executing company strategies.
Pre-Requisite Courses	No course recommendations
Topics	
1. Course Briefing 1.1) Defining terms of Human Resources Management.	
2. What is Human Resources? Why is Human Resources Management important 2.1) Planning 2.2) Organizing 2.3) Staffing 2.4) Leading 2.5) Controlling	
3. The Human Resources Management Process 3.1) Human Resources Planning 3.2) Strategic Human Resources Planning 3.3) Job Analysis 3.4) Attracting Employees 3.5) Recruiting 3.6) The Selection Process 3.7) Selection Employees	

4. The Human Resources Management Process 4.1) Developing Employees 4.2) Orientation 4.3) Training and Development 4.4) Retaining Employee 4.5) Compensation 4.6) Health and safety 4.7) Labor relation
5. Test 1 5.1) Students test
6. Malaysian Creative Industries 6.1) Human Resources Structure of Film
7. Characteristic of Creative People 7.1) What is characteristic of creative people
8. Interviewing Candidates 8.1) Types of Interview. 8.2) Interviewing Candidates 8.3) Interview's usefulness.
9. Mock Interview 9.1) Students mock interview.
10. Labor Relation 10.1) Contract Relation 10.2) Safety and Health
11. Creative Industries Human Resources: Career Development Strategies 11.1) Training methods 11.2) The Role of Internship 11.3) Job Preparation: Utilizing the internship as a Career Development Strategy.
12. Final Presentation and critique 1 12.1) Students presentation
13. Practicum: Production in space rehearsal 13.1) Students production in space rehearsal.
14. Final Presentation and critique 2 14.1) Students presentation

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Test 1	10%	CLO1
	Assignment	Individual report - case study	10%	CLO1 , CLO2
	Assignment	Individual assignment	20%	CLO1 , CLO2 , CLO3
	Assignment	Oral presentation	20%	CLO1 , CLO2 , CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> Dessler, G 2008, <i>Human Resource Management</i>, Pearson International UK
	Reference Book Resources	<ul style="list-style-type: none"> Willson J.P 2003, <i>Human Resource Development</i>, Kogan Page UK Anderson, Neil 2007, <i>Fundamentals of Human Resources Management</i>, Sage Publications Ltd US Robert L. Mathis, John H. Jackson, Sean R. Valentine 2014, <i>Human Resource Management</i>, Cengage Learning US Raymond Noe (Author), John Hollenbeck, Barry Gerhart, Patrick Wright 2015, <i>Fundamentals of Human Resource Management</i>, MC Graw Hill Education US
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	