

BUS 274E – Staffing

4 Credits, 15 weeks, 3 hours

Course Description:

This course begins with an examination of the different methods and information sources used to forecast an organization's need for human resources. Then, the course addresses various recruitment techniques, with emphases on the identification of effective sources and media for particular types of jobs, and on the design of effective recruitment messages. The third and largest portion of the course examines the range of tools and techniques used to select the best candidate from a pool of recruits, including Application Blanks, Interviewing, Selection Tests, and Background (Reference) checks.

Prerequisites and/or co-requisites – BUS271 Human Resources Management

Instructor

Gerri Rondot
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Office hours

Monday, 5:00 pm – 6:20 pm
Tuesday, 1:00 pm – 2:50 pm
Wednesday, 5:00 pm – 6:20 pm

Hours of Instruction

Monday 6:30 pm – 9:30 pm

Required Resources

Strategic Staffing, 2nd Ed., Phillips, J.M. and Gully, S.M., 2012, Pearson Education. ISBN 10: 0-13-610974-8

Course Learning Objectives**Students will be able to:**

1. Describe the strategic importance of the Staffing function, how different strategies impact the organization internally and long-term, and its effect on competitive standing in the market and will then apply the different Staffing strategies to support the variety of desired outcomes;
2. Demonstrate by applying Staffing strategies that comply with current laws in Canada and why complying can be strategic;
3. Identify the workforce planning process and be able to recommend what method of Staffing would be most effective for the desired outcome;

4. Recognize current, best-in-class Staffing methods from Canada’s Top 25 companies, why they use them, and how to implement a new, strategic method in an organization;
5. Research, identify, and use the newest methods of recruiting using technology, namely, Facebook, Pinterest, Instagram, Job Search websites, and LinkedIn and how to employ them strategically.

Evaluation

Semester-Long Active Learning Project	40%
In-class Case Presentation	30%
Final Exam	30%

Semester-Long Active Learning Project

Each week, we will be covering Chapter material and working on the application assignment – *Strategic Staffing at Chern’s: A Case Study* (see Appendix in Textbook). Assignment criteria and/or a template will be provided to you each week. Grading by Chapter follows:

Chern Chapter	Possible marks
1	10
2	15
3	15
4	15
5	10
6	10
7	15
8	20
9	20
10	20
11	20
12	20
13	10
Participation	30
Total	230

Possible 230 x 40% = Your Grade for this Project.

This on-going project allows the student to apply weekly learning to the various aspects of the Staffing function such as recruitment techniques, and interviewing. You will have the opportunity to practice how to do Background checks, create strategic job ads, ask effective interviewing questions in order to find the right fit for the right job.

In-class Case Presentation

Each student or group is invited to choose a topic from the list provided (or another Staffing related topic of your choice which must be approved) and conduct an in-depth study which will consist of but not limited to:

- Why did you choose this topic? (source of interest)
- Brief background / History (how did we get here?)
- Where are we now? What is the problem?
- What affects will this issue create if left alone?
- What should we do about it? How can Strategic Staffing help? What would you recommend based on your learning?

You will create and present your research using Power Points to explain your journey and enlighten the audience with 15 minutes of informative and valuable insights - worth 20%. You will also be handing in a summary of your research (due the night you present) including references, no more than 2 pages (typed, single spaced) - worth 10%.

Possible Topics/Current Issues in Canada:

- Canadian Immigration laws and how they affect current Staffing shortages
- Succession Planning and Baby Boomers retiring
- Gender and the Wage Gap
- Retention
- Diversity
- Provincial comparison of Labour Market
- Labour Force Statistics
- Aboriginal Challenges

Performance Requirements

1. Student Attendance

Class attendance is useful for two reasons. First, class attendance maximizes a students' learning experience. Second, attending class is a good way to keep informed of matters relating the administration of the course (e.g., the timing of assignments and exams). Ultimately, you are responsible for your own learning and performance in this course.

It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those classes and for ensuring that they are prepared for the next class, including the completion of any assignments and / or notes that may be due.

The minimum standard for passing this course is a grade of D (50 - 56.9%). The minimum grade for course progression/transfer is a grade of C- (60 - 63.9)

Teaching and Learning Methodologies

This course focuses on application of learning via case analysis then application of learning to help solve Staffing issues at a fictitious organization. This is a highly interactive learning environment where Action learning (tackling real life issues and reflecting on those actions) will be used. Collaboration with and sharing from others helps the learner to gain a broad appreciation of the different Staffing strategies and their effect on organization's today.

Authorization

This course outline has been reviewed and approved by the Program Chair.

Gerri Rondot, Instructor

Gina Langager, Chair

Date Authorized

Guy Harmer, Dean

Date Authorized

Signed copies to be delivered to:

Gerri Rondot
Registrar's Office

Schedule of Activities:

Week	Topic	Week	Topic
1	Introduction to Course Content, expectations, and evaluation process. Chapter 1 – Case “Strategic Staffing at DSM” Semester-Long Active Learning Project – Strategic Staffing at Chern.	9	Chapter 9 – Case “WWII Spy Assessment” Chern Case assignment
2	Chapter 2 – Case “Integrating McDonald’s Business, Human Resource, and Staffing Strategies” Chern Case assignment	10	Chapter 10 – Case “Succession Management at General Electric” Chern Case assignment
3	Chapter 3 – Case “Chicago Bull’s & DNA testing” Chern Case assignment	11	Chapter 11 – Case “Hiring FBI Agents” Chern Case assignment
4	Chapter 4 – Case “Working at RTMM Inc.” Chern Case assignment	12	Chapters 12 – Case “Tuition Assistance at Garden Gate” Chern Case assignment
5	Chapter 5 – Case “Sweet Tooth Inc.” Chern Case assignment	13	Chapters 13 – Case “Staffing Evaluation at Hallmark Cards” Chern Case assignment
6	Chapter 6 – Case “Ernst & Young” Chern Case assignment	14	Course wrap up and review
7	Chapter 7 – Case “BNSF Railway” Chern Case assignment	15	Final Exam - Cumulative
8	Chapter 8 – Case “BabyBots” Chern Case assignment		