

**BUS 274E – Staffing**

*3 credits, 3 hours per week*

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  
S113E  
780-791-4978  
[Gerri.Rondot@keyano.ca](mailto:Gerri.Rondot@keyano.ca)

**Office hours**

Monday, 5:00 pm – 6:20 pm  
Tuesday, 5:00 pm – 6:20 pm  
Friday, 10:00 am – 11:50 am

**Hours of Instruction**

Tuesday 6:30 pm – 9:20 pm

**Required Resources**

*Strategic Staffing, 3<sup>rd</sup> Ed.*, Phillips, J.M. and Gully, S.M., 2015, Pearson Education.  
ISBN 10: 0-13-357176-9.

**Course Outcomes**

*Upon successful completion of this course, students shall be able to:*

- 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;
- Demonstrate by applying Staffing strategies that comply with current laws in Canada and why complying can be strategic;
- Identify the workforce planning process and be able to recommend what method of Staffing would be most effective for the desired outcome;
- 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;
- 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 work and participation.....	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:

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.

**Grading System**

Descriptor	Alpha Grade	4.0 Scale	Percent	Rubric for Letter Grades
Excellent	A+	4.0	> 92.9	Work shows in-depth and critical analysis, well developed ideas, creativity, excellent writing, clarity and proper format.
	A	4.0	85 – 92.9	
	A-	3.7	80 – 84.9	
Good	B+	3.3	77 – 79.9	Work is generally of high quality, well developed, well written, has clarity, and uses proper format.
	B	3.0	74 – 76.9	
	B-	2.7	70 – 73.9	
Satisfactory <b>Progression</b>	C+	2.3	67 – 69.9	Work has some developed ideas but needs more attention to clarity, style and formatting.
	C	2.0	64 – 66.9	
	C-	1.7	60 – 63.9	
Poor <b>Minimum Pass</b>	D+	1.3	55 – 59.9	Work is completed in a general way with minimal support, or is poorly written or did not use proper format.
	D	1.0	50 – 54.9	
Failure	F	0.0	< 50	Responses fail to demonstrate appropriate understanding or are fundamentally incomplete.

**Proposed Schedule of Topics**

Week	Topic
1	Introduction to Course Content, expectations, and evaluation process. Introduction to Semester-Long Active Learning Project – Strategic Staffing at Chern.
2	Business & Staffing Strategies
3	The Legal Context
4	Strategic Job Analysis & Competency Modeling
5	Forecasting & Planning
6	Sourcing – Identifying Recruits
7	Recruiting

8	Measurement
9	Assessing External Candidates
10	Assessing Internal Candidates
11	Choosing & Hiring Candidates
12	Managing Workforce Flow
13	Staffing System Evaluation & Technology
14	Final Exam - Cumulative

**Please Note:**

Date and time allotted to each topic is subject to change.

**Performance Requirements**

**Student Responsibilities**

It is your responsibility as a student to contact the Office of the Registrar to complete the forms for Withdrawal or Change of Registration, and any other forms. Please refer to the list of important dates as noted in the Academic Schedule in the Keyano College credit calendar.

More specific details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

**Student Attendance**

Class attendance is useful for two reasons. First, class attendance maximizes a student's learning experience. Second, attending class is a good way to keep informed of matters relating to 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.

**Academic Misconduct**

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty may take many forms, such as:

- Plagiarism or the submission of another person's work as one's own
- The use of unauthorized aids in assignments or examinations (cheating)
- Collusion or the unauthorized collaboration with others in preparing work
- The deliberate misrepresentation of qualifications
- The willful distortion of results or data
- Substitution in an examination by another person
- Handing in the same unchanged work as submitted for another assignment
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

In order to ensure your understanding of the concept of plagiarism, you must successfully complete the online tutorial found on ilearn.keyano.ca. Then print the certificate, sign it, and show it to each of your instructors. Your course work will not be graded until you show this signed certificate.

**Specialized Supports**

**Counselling and Accessibility Services**

Counselling Services provides a wide range of specialized counselling services to prospective and registered students, including personal, career and academic counselling.

**SKILL Centre**

The SKILL Centre is a learning space in the Clearwater Campus at Keyano College where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff.

The SKILL Centre, through a variety of delivery methods, provides assistance in skill development to Keyano students. Assistance is provided by instructors, staff and student tutors. Individuals wishing to improve their mathematics, writing, grammar, study, or other skills, can take advantage of this unique service.

**Authorization**

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

\_\_\_\_\_  
Gerri Rondot, Instructor

\_\_\_\_\_  
Nermin Zukic, Chair Date Authorized

\_\_\_\_\_  
Vincella Thompson, Dean Date Authorized

**Signed copies to be delivered to:**

Gerri Rondot  
Registrar's Office