

Professional Development Program

“HR Innovations”

Course duration: The program is designed for 1 ECTS (European Credit Transfer and Accumulation System) credit – 30 hours, including: 6 hours of lectures, 6 hours of practical classes, and 18 hours of independent study.

Target audience: The course is designed for heads of enterprises and organizational units, HR managers and specialists, business owners and top managers, consultants, professionals seeking further professional development or a change or expansion of their managerial role, as well as individuals who wish to obtain modern business education, broaden their professional competencies, and systematize their existing practical experience.

Program coordinators – Doctor of Economics, Professor Nazarova H. V.; PhD in Economics, Associate Professor Stepanova E. R.

The aim of the professional development program is to develop and enhance participants' systematic understanding of modern approaches to human resource management and the application of HR innovations in the contemporary business environment, as well as to improve their professional and managerial competencies for effective work with employees, teams, and organizational change.

The program will contribute to the development and enhancement of professional competencies, including: the ability to apply modern approaches and tools for human resource management; the ability to effectively organize work with employees and teams; readiness to implement innovative HR solutions in a changing environment; the ability to use modern digital tools in personnel management; development of managerial and business thinking; and the ability to pursue continuous professional development and adapt to the current requirements of the business environment.

Upon completion of the program, participants will be able to:

- analyze human resource potential, employee needs, and HR processes to improve organizational effectiveness;

- identify current trends and modern approaches to human resource management in a dynamically changing business environment;

- apply modern HR tools and technologies for recruitment, selection, onboarding, development, and retention of employees;

- use digital and innovative solutions in personnel management and the organization of HR processes;

- develop and implement measures to increase employee engagement, motivation, and professional development;

- organize effective team interaction, develop leadership competencies, and create a supportive organizational environment;

- apply modern approaches to change management and the resolution of practical HR and managerial tasks;

- use the knowledge and tools acquired to make well-informed managerial decisions and support continuous professional development.

The professional development program “HR Innovations” includes theoretical and practical components:

Topics	Topics / Key issues	Lectures / Practical classes	Independent study
Block 1. Modern HR Approaches and the Role of Human Capital in Business			
The Modern Role of HR in Organizational Management	HR as a strategic business function.	1/1	2
	Transformation of the role of the HR professional and manager.		
	Human capital as a factor of competitiveness.		
	Interrelationship between HR strategy and business strategy.		
HR Strategy and Personnel Management	Key principles of HR strategy development	1/1	4
	Workforce planning		
	Talent management.		
	KPIs and evaluation of personnel management effectiveness.		
Block 2. Innovative Technologies and Tools in HR			
Digitalization and Automation of HR Processes	Digital HR tools.	2/2	4
	Automation of recruitment, onboarding, training, and employee assessment		
	Digital platforms for personnel management.		
Artificial Intelligence in Modern HR	Use of artificial intelligence in candidate sourcing and selection, employee training and development, data analysis, and preparation of managerial decisions	1/1	4
	Opportunities, risks, and ethical aspects of using AI.		
Innovative HR Tools and Technologies for Personnel Management	Modern tools for recruitment, assessment, motivation, and employee development.	1/1	4
	HR Tech solutions.		
	Automation of employee communication		
	Selection and implementation of innovative HR tools.		
Total		6/6	18