

Title of BIP: Cardinal Drive for Successful Human Resources in Organizations

"Garantir le succès des ressources humaines au sein des organisations."

General information

Description:

Human resources management (HRM) contributes greatly to the competitiveness of companies regardless of the sector: industry, tourism and hospitality. Nowadays, HRM faces several major challenges in a constantly changing environment. These challenges require a strategic approach from HR, combining innovation, flexibility and human commitment to ensure business performance while meeting employee expectations through social responsibility. To do so, students will learn the main current issues: attracting and retaining talent; digitalization and Artificial Intelligence; transformation of work and new forms of organization; skills on management and continuing education ; well-being at work and prevention of psychosocial risks ; diversity, inclusion and social responsibility and change management and adaptation to crises

Objectives:

This BIP on HRM aims to bridge theory and practice, providing a strategic and future-oriented HRM perspective that empowers Undergraduate and Master students (future professionals) to respond to current and emerging challenges. The objectives of the BIP are: Equip participants with tools to attract and retain talent; promote digital transformation and the integration of AI in HR; foster understanding of new work models; enhance skills development and lifelong learning strategies; support employee well-being and psychosocial risk prevention; advance diversity, inclusion, and corporate social responsibility; develop change management competencies

Professional skills:

The BIP aims to improve the understanding of these issues through a very practical approach: - Participants will carry out a mission within local companies (participation and support of the Business Club): divided into groups, they will respond to a "real" HR problem posed by the companies in question - In groups, students will share and apply their knowledge to reflect on challenges and propose a solution - They will benefit from the experience of professionals while solving HR challenges.

Thanks to its practical, problem-solving format with local companies, students are likely to develop the following professional skills: analyze and respond to real HR challenges; understand cultural differences in HR practices; develop and design adaptive HR policies; understand psychosocial risks and implement well-being programs and mental health initiatives; create inclusive HR policies; gain familiarity with tools related to recruitment, continuing education and career-long learning and performance.

Participants will also acquire some **soft skills** thanks to cross-cultural contexts such as: Mindset and Openness; Intercultural communication and collaboration; problem solving and critical thinking

Methods and outcomes:

Synchronous online sessions with online conferences and debates; Onsite sessions with company visits and teamwork

Field of Education:

Human resources management, economics, management, tourism

Target audience / Participants profile:

Undergraduate and Master students

No of ECTS issued: 4

Language of instruction and requirements:

English (oral and written)

Dates for physical activity:

December 8-12, 2025

Location of physical activity:

USMB, Faculty of Law, Jacob-Bellecombette Campus

Dates for virtual component:

18 nov 2025 /20 nov 2025 /25 nov 2025 /27nov 2025. Time interval: 6.00-7.30 p.m (CET)

Virtual Component Description:

Getting to know each other (teambuilding) ; presentation of business challenges and group divisions; online lectures given by international/national/local researchers and online training courses by international experts in HRM and tourism

Organizing Board

Receiving/Host university:

USMB, Chambéry, FRANCE : Faculty of Law and the "Club des entreprises"

Sending/Partner universities:

P1. West University of Timisoara (Romania) ; P2. IPG, Guarda (Portugal) ; P3. Université Littoral Côte d'Opale- ISCID-CO (France)

Detailed programme

Planned activities during physical component:

1st day: On 08/12/25

Getting to know each other; interculturality/ Intercomprehension workshop; visit of the city of Chambéry

2nd day: On 09/12/25

Company visit: interview with a CEO/HR Director and business challenges; teamwork; cultural evening/visits

3rd day: On 10/12/25

Company visit - interview with a CEO/HR Director and business challenges; teamwork; free evening

4th day: On 11/12/25

Trip to a ski resort: lectures by an HR manager on the specificities of the winter sports sector

5th day: On 12/12/25

Last questions and answers with companies: first possible solutions; teamwork presentations to other groups; teacher Feedback/Improvements, corrections; final presentations to companies and teachers

Application procedure

Nomination can be sent to mobilite-unita@univ-smb.fr

Deadline to apply: **31st October 2025**

What is covered by host university:

Visits to enterprises ; conferences and lessons ; transport and visits ; coffee breaks and one celebration meal.