19th International Project Week 2017
15th – 19th May 2017

Lecturer: Grażyna O’Sullivan

University/Company: Freelancer

Country: Poland

Human Resource Management - the Carrot Principle as one of the most effective methods of motivating employees

Content:
1. What is HRM?
2. Main theories of motivation
3. How is the Carrot Principle different from classical methods of motivation?
4. The basic four of leadership (goal setting, communication, trust, accountability)
5. The meaning of recognition in motivating employees
6. Four levels of recognition (day- to day, bronze, silver and gold) and how to build the blocks of recognition
7. 125 ideas (forms) of recognition (at least)

Methods:
Mixed methods:
- lectures (limited, open to questions),
- team work, discussions and debates (Lincoln-Douglas style),
- research on limited groups of respondents

Competences and skills to be acquired:
Providing students with basic knowledge concerning human resource management and deeper knowledge concerning the Carrot Principle; providing students with knowledge concerning the effectiveness of the method based on research; providing students with the skill of using the method in an organisation.

Prerequisites:
Good, at least intermediate, level of English

Language of instruction: English

Recommended for: Economics