HERZING® UNIVERSITY

Bachelor of Science in Human Resources

Program Description

The Bachelor of Science in Human Resources program prepares students to become strategic HR professionals equipped to lead in a dynamic, technology-driven workplace. Through a comprehensive curriculum that blends foundational HR principles with emerging technologies, students will explore people operations/management, organizational behavior, employment law, and data-informed decision-making. A distinctive feature of the program is its integration of artificial intelligence (AI), enabling students to understand and apply AI tools in areas such as recruitment, performance analytics, and workforce planning. Graduates will be prepared to apply ethical judgment, cultural awareness, and technological fluency to lead strategic HR initiatives in diverse organizational environments.

Coursework in this program provides a foundation for select industry certifications. These certifications enhance employment opportunities but are not a state specific requirement.

Program Outcomes

Upon completion of this program, the student should be able to:

1. Manage labor and employee relations by applying conflict resolution strategies, collective bargaining principles, and relevant employment laws.

2. Design effective recruiting and workforce planning strategies that align with organizational goals and respond to evolving labor market trends.

3. Develop talent through performance management, training programs, and career development initiatives that foster employee growth and retention.

4. Interpret HR metrics and analytics, including AI-powered insights, to support data-informed decision-making and people management.

5. Evaluate organizational behavior, culture, and change management practices to lead transformation and enhance organizational effectiveness.

6. Design strategies that support employee lifecycle and experience by integrating onboarding, engagement, and offboarding processes that enhance a positive workplace culture.

Program Content

A minimum of 120.00 semester credit hours is required for graduation.

Required Courses

All courses, 66.00 semester credit hours, are required.

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
AC 231 Financial Management	AC 236	3.00
AC 236 Managerial Accounting	EC 101	3.00
BU 106 Introduction to Business	None	3.00
BU 217 Business Ethics and the Legal Environment	BU 106	3.00
BU 231 Global Business Environment	None	3.00

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
BU 242 Creating Customer Value in the Digital Age	None	3.00
BU 245 Business Communication	None	3.00
BU 321 Business Statistics	None	3.00
BU 331 Managing Information Systems	None	3.00
BU 345 Project Management or BU 631 Project Management for Business Leaders	None	3.00
BU 351 Introduction to Business Analytics or BU 683 Foundations of Business Analytics for Leaders	None	3.00
BU 380 Strategic Leadership or BU 531 Strategic and Risk Management for Business Success	None	3.00
BU 423 Entrepreneurial Strategy	None	3.00
BU 427 Change Management	None	3.00
EC 101 Principles of Economics or BU 520 Integrated Economics and Decision-Making	None	3.00
HR 310 Compensation and Benefits	HR 321	3.00
HR 321 Human Capital in Organizations or BU 525 Strategic Human Capital	None	3.00
HR 400 HR Metrics and Dashboarding	None	3.00
HR 420 Strategic Sourcing and Recruitment	None	3.00
HR 430 Human Capital Training and Development	None	3.00
HR 431 Talent Management and Succession Planning	None	3.00
HR 440 Labor and Employment Law for HR Professionals	None	3.00

Open Elective Courses

A minimum of 12.00 semester credit hours is required. Eligible students can take approved dual credit graduate level courses to complete a portion of the open electives requirement.

Dual Credit Courses

Eligible students can replace up to 12.00 semester credit hours of the core program requirements with approved dual credit graduate level coursework. A total of 12.00 graduate semester credit hours can be taken throughout the student's program.

Graduate Program	Applicable Dual Credit Courses
Master of Business Administration Master of Business Administration in Healthcare Management Master of Business Administration in Project Management	BU 520 Integrated Economics and Decision-Making BU 525 Strategic Human Capital BU 531 Strategic and Risk Management for Business Success BU 631 Project Management for Business Leaders
Master of Business Administration in Business Analytics	Choose 4: BU 520 Integrated Economics and Decision-Making BU 525 Strategic Human Capital BU 531 Strategic and Risk Management for Business Success BU 631 Project Management for Business Leaders BU 683 Foundations of Business Analytics for Leaders
Master of Science in Business Analytics	BU 683 Foundations of Business Analytics for Leaders

Required Capstone or Internship

4.00 semester credit hours are required.

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
BU 490 Capstone Project	Final Semester.	4.00
BU 494* Internship	Final Semester.	4.00

* Online students in some states may not be allowed to take this internship due to state restrictions.

Required Courses in General Education

Students enrolled in this bachelor's degree must complete a minimum of 36.00 semester credit hours in general education distributed among the following disciplines. Refer to the General Education section of the catalog for specific information about courses within each discipline. Courses transferred from other accredited colleges may also be used to meet these requirements.

- EN 104 English Composition I, Semester Credit Hours: 3.00
- EN 111 Information Literacy, Semester Credit Hours: 3.00
- EN 116 Speech, Semester Credit Hours: 3.00
- EN 304 English Composition II, Semester Credit Hours: 3.00
- HU 140 Cultural Diversity, Semester Credit Hours: 3.00
- HU 240 Introduction to Humanities, Semester Credit Hours: 3.00
- HU 340 Humanities and Contemporary Popular Culture, Semester Credit Hours: 3.00
- MA 109 College Algebra, Semester Credit Hours: 3.00
- MA 320 Statistics, Semester Credit Hours: 3.00
- SC 270 Environmental Literacy, Semester Credit Hours: 3.00
- PS 101 Psychology, Semester Credit Hours: 3.00
- SS 350 Social Issues and Technology, Semester Credit Hours: 3.00

Personal and Professional Development Courses

All courses, 2.00 semester credit hours, are required.

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
PD 121 Professional Development I	None	1.00
PD 202 Professional Development II	None	1.00

Distribution of Contact Hours by Course					
Course	Lecture Hours	Lab Hours	Internship Hours	Total Contact Hours	Credits
AC 231	45.00	0.00	0.00	45.00	3.00
AC 236	45.00	0.00	0.00	45.00	3.00
BU 106	45.00	0.00	0.00	45.00	3.00
BU 217	45.00	0.00	0.00	45.00	3.00
BU 231	45.00	0.00	0.00	45.00	3.00
BU 242	45.00	0.00	0.00	45.00	3.00
BU 245	45.00	0.00	0.00	45.00	3.00
BU 321	45.00	0.00	0.00	45.00	3.00
BU 331	45.00	0.00	0.00	45.00	3.00
BU 345	45.00	0.00	0.00	45.00	3.00
BU 351	45.00	0.00	0.00	45.00	3.00

BU 380	45.00	0.00	0.00	45.00	3.00
BU 423	45.00	0.00	0.00	45.00	3.00
BU 427	45.00	0.00	0.00	45.00	3.00
BU 490 (or BU 494*)	60.00	0.00	0.00	60.00	4.00
EC 101	45.00	0.00	0.00	45.00	3.00
HR 310	45.00	0.00	0.00	45.00	3.00
HR 321	45.00	0.00	0.00	45.00	3.00
HR 400	45.00	0.00	0.00	45.00	3.00
HR 420	45.00	0.00	0.00	45.00	3.00
HR 430	45.00	0.00	0.00	45.00	3.00
HR 431	45.00	0.00	0.00	45.00	3.00
HR 440	45.00	0.00	0.00	45.00	3.00
PD 121	15.00	0.00	0.00	15.00	1.00
PD 202	15.00	0.00	0.00	15.00	1.00
Electives	180.00	0.00	0.00	180.00	12.00
Gen Ed - Communications	180.00	0.00	0.00	180.00	12.00
Gen Ed – Humanities	135.00	0.00	0.00	135.00	9.00
Gen Ed – Mathematics	90.00	0.00	0.00	90.00	6.00
Gen Ed - Science	45.00	0.00	0.00	45.00	3.00
Gen Ed – Social and Behavioral Sciences	90.00	0.00	0.00	90.00	6.00
Totals	**1800.00**	**0.00**	**0.00**	**1800.00**	**120.00**
*Totals with Internship BU 494 Internship: 0/0/180/180	1740.00	0.00	180.00	1920.00	120.00

New Courses

BU 423 Entrepreneurial Strategy	This course introduces students to the core principles and strategic frameworks essential for launching and sustaining successful entrepreneurial ventures. Students will explore the entrepreneurial mindset, opportunity identification, business model development, and strategic planning. Emphasis is placed on evaluating market potential, crafting a value proposition, securing resources, and formulating competitive strategies. Students will develop practical skills to navigate the challenges faced by startups and innovative enterprises.
BU 427 Change Management	This course explores the theories, models, and practical approaches to managing change within organizations. Students will examine the drivers of organizational change, resistance to change, and strategies for successful implementation. Emphasis is placed on understanding the human and strategic elements of change, including communication, leadership, stakeholder engagement, and organizational culture.
HR 400 HR Metrics and Dashboarding	This course explores the strategic use of data and technology in modern Human Resource Management through the design, development, and application of HR dashboards. Students will evaluate the core functions of Human Resource Information Systems (HRIS) and learn to use e-HRM tools to enhance operational efficiency, promote employee self-service, and strengthen engagement through digital platforms. Emphasis is placed on interpreting key HR metrics and performance indicators and transforming this data into meaningful visual insights for decision-makers. Students will gain hands-on experience in building dashboards that integrate data from multiple sources, apply best practices in data visualization, and support workforce planning through predictive and prescriptive analytics.
HR 420 Strategic Sourcing and Recruitment	This course provides an in-depth examination of modern sourcing and recruitment practices, emphasizing strategic alignment between talent acquisition and organizational goals. Students will learn to implement targeted sourcing strategies that prioritize both candidate fit and long-term organizational needs. The course explores digital employer branding, social outreach, and other visibility-enhancing methods to attract high-quality applicants in competitive

	markets. Students will analyze the full recruitment lifecycle while also examining the role of AI in enhancing recruitment efficiency, communication, and bias mitigation. Through recruitment metrics, students will assess quality of hire, measure process effectiveness, and improve cost-efficiency.
HR 430 Human Capital Training and Development	This course provides a comprehensive overview of training and development strategies that drive individual growth and organizational performance. Students will learn to conduct effective needs assessments to uncover learning gaps and target areas for performance improvement. Emphasis is placed on crafting measurable learning objectives that align with strategic business goals and on designing interactive, learner-centered content grounded in adult learning principles. The course prepares students to design engaging, application-focused training experiences and to use feedback and assessment tools to evaluate the impact of learning initiatives. Additionally, students will focus on creating inclusive learning environments that foster psychological safety, support diverse learning needs, and promote long-term career development.
HR 431 Talent Management and Succession Planning	This course explores the strategic processes involved in identifying, developing, and retaining talent to support organizational continuity and long-term growth. Students will analyze performance management systems to ensure they align with business objectives and promote employee development. Emphasis is placed on designing succession planning models that proactively prepare high-potential employees for key leadership and critical roles. The course also covers the development of talent pipeline strategies driven by workforce planning insights and future organizational needs. Students will examine employee engagement techniques that enhance retention and performance, and will learn to interpret talent analytics to guide data-informed decisions in development and succession initiatives.
HR 440 Labor and Employment Law for HR Professionals	This course provides a comprehensive exploration of the legal and relational frameworks that shape the employer-employee relationship. Students will interpret key federal, state, and local employment laws, such as Title VII, ADA, FLSA, and OSHA, to ensure organizational compliance and safeguard employee rights. The course emphasizes the identification and management of ethical and legal risks in HR practices, including those related to discrimination, workplace safety, and employee discipline. Students will analyze the history, function, and influence of labor unions, along with the processes of collective bargaining and contract negotiation. By the end of the course, students will be able to navigate complex employment law issues and promote positive labor-management relationships.