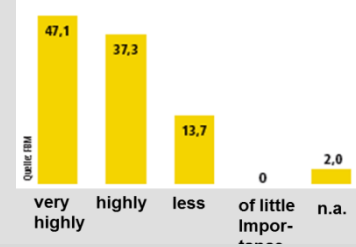


## Economics of Diversity – HR and beyond

17.10.-19.10.2019 and 24.10.-27.10.2019

PD Dr. rer. pol. Inéz Labucay, M. Sc. Empirical economics, Winter term 2019/2020  
TU Dresden

How important is Diversity for your company?  
(%)



Source: AmCham Germany (2016), p. 46f. (survey among 51 multinational companies); <http://www.diversityinc.com/the-diversityinc-top-50-companies-for-diversity-2016/>

### Why Diversity (Management) is so important

Most companies nowadays appreciate the value of diversity for better serving their customers as the following statement of L'Oréal illustrates:

***A diversified workforce in every function and on all levels strengthens our creativity and our understanding of consumers and it enables us to develop and market products that are relevant (Jean-Paul Argon, Chairman and CEO of L'ORÉAL)***



Companies have come to realize that Diversity may crucially impact on their business performance. At the same time, being able to deal with Diversity professionally has become an important asset of job applicants. Diversity Competence, for instance, is crucial for taking over executive positions at BMW Group (Franken 2015). This course provides you with the knowledge of the economic relevance and strategic importance of Diversity and equips you with the necessary tools to deal with related issues in a Diversity-competent way.

### What the course is about

- **How Diversity Management evolved as an international management and HR strategy** (drivers, practices, scope)
- **Why Diversity Management is a key HR task in international companies** (Recruitment, Retention, Leadership, tools for practice)
- **How diversity is a cornerstone for sustainable HR**
- **Critical discussion of the effects of Diversity on economic outcomes** (team level, company level, economy)

Course language: English, Examples from practice and cases will be discussed throughout the course

### How to participate:

- ✓ register by joining the Interessentenliste and choose a presentation topic on OPAL
- ✓ Participation and short presentation (50%) (up to 3 students may enlist for the same topic, presentations may also be given individually. Topics and further information, including a support source for each presentation topic, are provided for download on OPAL), presentations start 17.10.2019 and run throughout to 26.10.2019
- ✓ Short paper to be handed in after the course (50%) (until 15<sup>th</sup> January 2020).

**If you have any questions, please do not hesitate to contact me:**

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