

Case „Introduction to sHRM“

The Case

The ABC AG is a traditional German OEM (Original Equipment Manufacturer) in the premium automotive segment. Headquartered in Munich, the company is one of the market-leaders in the global automotive industry with more than 100.000 employees. Its vision is to inspire people on the move by shaping tomorrow's individual premium mobility. Given current trends like digitalization, e-mobility, autonomous cars and demographic change, the HR-director of the ABC AG is worried how to enable the company to realize the vision.

Your task

1. To offer some support to the HR-director, develop a partial HR-strategy (vision, mission, 3 strategic targets) taking care of potential challenges caused by demographic change.