

ENGLISH – SYLLABUS (SPECIALTY)

SUBJECT:

EMPLOYER BRANDING ON INTERNATIONAL MARKET

Studies: Management

I cycle studies
Management
Specialty: Modern Business Management

Faculty: Management

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	5	20	16	3

Course description:

The study program on Employer Branding in the International Market focuses on the critical aspect of developing and managing a compelling employer brand presence across diverse global markets. It is designed to provide students with a profound understanding of the strategies and techniques required to position an organization as an employer of choice on a global scale. The curriculum delves into the core concepts of employer branding, emphasizing its importance in attracting, engaging, and retaining top talent in today's highly competitive international job market. It covers various aspects, including defining employer value propositions, aligning employer brand messages, and managing employer brand reputation. Cultural adaptability forms a significant aspect of the program. Students will explore methods to tailor employer branding strategies that resonate with diverse international audiences while ensuring consistency and brand integrity across different regions. Moreover, the program focuses on fostering innovation and differentiation in employer branding, enabling organizations to stand out amidst global competition. It emphasizes strategies for enhancing employee engagement and advocacy, as engaged employees serve as ambassadors for the employer brand. The curriculum also includes modules on measurement and evaluation, allowing students to assess the impact and effectiveness of employer branding strategies using relevant metrics and analytics. Ethical considerations and social responsibility in employer branding practices are discussed, ensuring that branding strategies align with ethical standards and societal expectations.

The course is filled in with many case studies and practical examples of employer branding on international market, so it should be interesting for all those students who are eager to deal with marketing and management issues also after the course.

COURSE LEARNING OBJECTIVES:

1. Understanding Employer Branding: Develop a comprehensive understanding of employer branding concepts, strategies, and their significance in the international market.
2. Talent Acquisition and Retention: Equip individuals with skills to attract, engage, and retain top talent in a competitive global landscape through effective branding.
3. Cultural Adaptability: Cultivate cultural adaptability to tailor employer branding strategies that resonate with diverse international audiences and work environments.
4. Brand Consistency: Ensure consistency in portraying the employer brand across different countries and regions while respecting local cultural nuances.
5. Innovation and Differentiation: Explore innovative approaches to differentiate the employer brand in the global market, setting it apart from competitors.
6. Employee Engagement: Understand strategies to enhance employee engagement and advocacy, fostering a positive employer brand perception.

7. Measurement and Evaluation: Acquire skills to measure and evaluate the effectiveness of employer branding strategies on an international scale using relevant metrics.
8. Ethical and Social Responsibility: Address ethical considerations and social responsibility aspects in employer branding practices globally.

Teaching the functions and role of employer branding on international market for contemporary market entities, developing skills in solving employer branding on international market, as well as analysing data (from primary and secondary data). Creating presentations for the reports and written reports on employer branding on international market. Training of social competences related to collective problem solving and preparing and introducing all stages of employer branding on international market in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures - final exam will be one-choice questions and open questions. (or TBA during classes)

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

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Main topics:

1. Introduction to Employer Branding: Concepts and Significance
2. Talent Acquisition Strategies in the International Market
3. Cultural Adaptability in Global Employer Branding
4. Brand Consistency Across Different Regions
5. Innovation and Differentiation in Employer Branding
6. Employee Engagement and Advocacy Strategies
7. Measurement and Evaluation of Global Employer Branding
8. Ethical Considerations in Employer Branding Practices

Literature

Main texts:

1. Amber, Joanie et al. - "The Employer Brand: Bringing the Best of Brand Management to People at Work" - Wiley (2018)
2. Barrow, Simon & Mosley, Richard - "The Employer Brand: The Strategic Thinking Behind Creating an Employer of Choice" - Kogan Page (2018)
3. Berkowitz, Eric N. - "Essentials of Health Care Marketing" - Jones & Bartlett Learning (2017)

Additional required reading material:

1. Brown, Rupert - "Social Identity Processes: Trends in Theory and Research" - SAGE Publications (2018)
2. Davies, Gideon et al. - "The Psychology of the Social" - Routledge (2018)
3. Richardson, Stewart - "Strategic Brand Management" - Routledge (2018)

Rules of the exams on subject (Assessments)

Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



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