

ENGLISH – SYLLABUS (SPECIALTY)					
SUBJECT: EMPLOYER BRANDING ON INTERNATIONAL MARKET					
Studies: Management I cycle studies Management Specialty: Psychology In Business			Faculty: Management		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	5	20	16	3
Course description: Employer Branding in International Markets is a comprehensive program focusing on the strategies and practices necessary to build a strong employer brand on a global scale. The curriculum explores the intersection between talent management, marketing, and human resources in establishing a compelling employer brand in diverse international contexts. Students delve into the significance of employer branding in attracting, engaging, and retaining top talent worldwide. Understanding the complexities of global labor markets and cultural diversity forms the cornerstone of this program. It delves into the challenges and nuances associated with talent acquisition and retention in different regions, cultures, and industries. The curriculum emphasizes the development of employer value propositions tailored to diverse international audiences. It covers the formulation of unique and appealing messages that communicate an organization's values, culture, and opportunities to potential employees across various markets. Strategies for talent acquisition and recruitment on a global scale are a focal point. This includes leveraging digital platforms, social media, and innovative approaches to reach and engage a diverse talent pool. Aligning employer branding with organizational culture is emphasized. Students explore how employer branding strategies should harmonize with and reinforce a positive workplace culture that transcends geographical boundaries. Additionally, the program focuses on measurement and evaluation techniques to gauge the success and impact of employer branding initiatives globally, enabling students to refine strategies based on data-driven insights. The course is filled in with many case studies and practical examples of Employer branding on international market problems, so it should be interesting for all those students who are eager to deal with management issues also after the course.					
COURSE LEARNING OBJECTIVES: <ol style="list-style-type: none"> 1. Understanding Employer Branding: To grasp the concepts and importance of employer branding strategies in the global context. 2. Analyzing Global Labor Markets: To comprehend the dynamics and challenges of international labor markets. 3. Developing Employer Value Propositions: To create unique value propositions that attract and retain talent across diverse cultures and markets. 4. Strategic Talent Acquisition: To learn effective strategies for talent acquisition and recruitment on a global scale. 5. Enhancing Organizational Culture: To align employer branding strategies with fostering a positive organizational culture that resonates globally. 6. Measuring Employer Branding Success: To employ metrics and evaluation techniques to assess the effectiveness and impact of employer branding strategies internationally. 					

Teaching the functions and role of Employer branding on international market for contemporary market entities, developing skills in solving employer problems, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on Employer branding on international market problems. 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:

Employer Branding in International Markets is a comprehensive program focusing on the strategies and practices necessary to build a strong employer brand on a global scale. The curriculum explores the intersection between talent management, marketing, and human resources in establishing a compelling employer brand in diverse international contexts. Students delve into the significance of employer branding in attracting, engaging, and retaining top talent worldwide. Understanding the complexities of global labor markets and cultural diversity forms the cornerstone of this program. It delves into the challenges and nuances associated with talent acquisition and retention in different regions, cultures, and industries. The curriculum emphasizes the development of employer value propositions tailored to diverse international audiences. It covers the formulation of unique and appealing messages that communicate an organization's values, culture, and opportunities to potential employees across various markets. Strategies for talent acquisition and recruitment on a global scale are a focal point. This includes leveraging digital platforms, social media, and innovative approaches to reach and engage a diverse talent

pool. Aligning employer branding with organizational culture is emphasized. Students explore how employer branding strategies should harmonize with and reinforce a positive workplace culture that transcends geographical boundaries. Additionally, the program focuses on measurement and evaluation techniques to gauge the success and impact of employer branding initiatives globally, enabling students to refine strategies based on data-driven insights.

Main topics:

1. Introduction to Employer Branding in Global Context
2. Global Labor Markets and Talent Dynamics
3. Developing an Employer Value Proposition for International Audiences
4. Strategic Talent Acquisition and Recruitment Strategies
5. Aligning Employer Branding with Organizational Culture
6. Metrics and Evaluation in Measuring Employer Branding Success

Literature

Main texts:

1. Amber, Simon - "Employer Branding for Dummies" - Wiley - 2019
2. Edwards, Martin - "Winning Employer Brand Strategies: Satisfying, Attracting, and Retaining Top Talent" - Kogan Page - 2018
3. Berthon, Pierre R., Ewing, Michael T., Hah, Lois, Pitt, Leyland F. - "The Oxford Handbook of Corporate Reputation" - Oxford University Press - 2018
4. Barrow, Simon, Mosley, Rachel - "The Employer Brand: Bringing the Best of Brand Management to People at Work" - Wiley - 2018
5. Sullivan, John - "The Talent Brand: The Complete Guide to Creating Emotional Employee Buy-In for Your Organization" - Wiley - 2019
6. Backhaus, Klaus, Tikoo, Surinder - "International Human Resource Management" - Routledge - 2018

Additional required reading material:

1. Collins, Christopher J. - "Good to Great: Why Some Companies Make the Leap... and Others Don't" - Harper Business - 2018
2. Armstrong, Michael - "Armstrong's Handbook of Human Resource Management Practice" - Kogan Page - 2018
3. Davenport, Thomas H. - "The AI Advantage: How to Put the Artificial Intelligence Revolution to Work" - MIT Press - 2018

Rules of the exams on subject (Assessments)

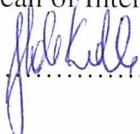
Lectures – Written exam (test and case study)

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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