

Staffing and Employer Branding (F710334)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size	<i>(nominal values; actual values may depend on programme)</i>		
Credits 3.0	Study time 90 h	Contact hrs	30.0 h

Course offerings and teaching methods in academic year 2020-2021

A (semester 1)	Dutch	Gent	seminar	6.25 h
			group work	13.75 h
			lecture	7.5 h
			online seminar	0.0 h
			guided self-study	2.5 h
			online lecture	0.0 h

Lecturers in academic year 2020-2021

Van Hoye, Greet	EB23	lecturer-in-charge
-----------------	------	--------------------

Offered in the following programmes in 2020-2021

	crdts	offering
Master of Science in Teaching in Economics (main subject Business Administration)	3	A
Master of Science in Business Administration (main subject HRM and Organizational Management)	3	A

Teaching languages

Dutch

Keywords

Inflow, staffing, employer branding, recruitment

Position of the course

Increasingly more organizations realize that their human capital represents their main competitive advantage. Attracting and retaining talented staff is crucial for organizational success. Demographic evolutions on the labor market and the expanding number of bottleneck vacancies contribute to a real "war for talent". As a result, the strategic importance of staffing as a determinant of personnel inflow has risen significantly. This is in line with the increased importance of employer branding, in which organizations want to create an attractive and distinctive image as an employer, both for future and current employees.

Contents

1. Inflow of human capital
2. Relevance of employer branding
3. Internal employer branding
4. External employer branding
5. Selection

Initial competences

Basic knowledge of human resource management
Basic knowledge of staffing

Final competences

- 1 Acquire insight into the importance of staffing and employer branding as determinants of the inflow of human capital in the organization
- 2 Gain knowledge and insight regarding the various subdomains and techniques of staffing and employer branding

- 3 Acquire insight into the components of an attractive and distinctive employer image
- 4 Acquire insight into the importance of measuring in the context of staffing and employer branding
- 5 Being able to analyze problems and questions regarding personnel inflow and to formulate solutions, using the discussed concepts and instruments

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Guided self-study, group work, lecture, seminar, online lecture, online seminar

Extra information on the teaching methods

For the group work students contact an actual organization themselves and perform an audit with respect to employer branding. On the basis of theoretical and research-based insights, evidence-based recommendations to the organization are made.

Learning materials and price

Handbook: Schollaert, E., Van Hoye, G., Van Theemsche, B., & Jacobs, G. (2017). *De strijd om talent: Employer branding in theorie en praktijk*. Gent, België: Academia Press (GPRC-label). ISBN: 978-94-014-4328-9

Price: 22,5 euro

Complemented with scientific articles freely available on Ufora.

References

Course content-related study coaching

Interactive support through Ufora, opportunity for questions and feedback during class

Evaluation methods

end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Written examination with open questions

Examination methods in case of periodic evaluation during the second examination period

Written examination with open questions

Examination methods in case of permanent evaluation

Assignment, peer assessment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible in modified form

Calculation of the examination mark

Combination of periodic (50%) and permanent (50%) evaluation. Participation in both evaluation forms is required to pass for this course.