

Subject card

Subject name and code	Employer Branding & Outplacement, PG_00156004						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2024/2025		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Zakład Zarządzania Zasobami Ludzkimi -> Department of Organisation and Management -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Joanna Litwin				
	Teachers		dr Joanna Litwin				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	10.0	0.0	0.0	0.0	0.0	10
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	10		16.0		24.0	50
Subject objectives	To prepare students to understand the new processes of employer branding and image building based on the principles of corporate social responsibility. To present the determinants, methods and tools of creating the organisation's brand both in the process of employee acquisition and outplacement.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_W04] The student has an extended knowledge of the enterprise environment, its factors and changes occurring in this area, as well as the relations, significance and influence of the environment and stakeholders on the functioning of the enterprise. The student has expanded knowledge of tools for diagnosing macro- and micro-environment.	Knows the links and relationships between the functional areas of the organisation and can determine their impact on decisions made in developing employer branding and outplacement strategies.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[ZARZMU2_U07] The student can search for detailed information to make rational and complex decisions of an operational and strategic nature in enterprises.	Be able to identify, find and analyse information from different functional areas of the organisation necessary for the development of an adequate employer branding and outplacement strategy.	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task
	[ZARZMU2_W11] The student knows and understands in an in-depth manner the principles of obtaining and using various types of resources in the implementation of the development objectives of the enterprise.	Knows the links and interrelationships between the theoretical and practical elements of the employer branding and outplacement.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[ZARZMU2_U04] The student can creatively apply management and quality studies knowledge in professional practice.	Knows how to find an appropriate strategy to follow when preparing and creating an effective employer branding strategy in an organisation and carrying out the analyses necessary for its implementation.	[SU1] oral statement/conversation/ discussion [SU8] observation of student's independent or team work
	[ZARZMU2_K02] The student is aware of the need to supplement and expand the acquired knowledge and skills and strives to combine knowledge from different fields and disciplines of science interdisciplinarily. The student can inspire others to learn.	Is open to expanding knowledge in employer branding and outplacement. Is aware of the depreciation of knowledge over time and the need to seek links and influence from other disciplines in these areas.	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written [SK5] implementation of a problem task
Subject contents	1. Essence, genesis and determinants of Employer Branding. 2. Types and tools of EB. 3. EB stakeholders. 4. EB strategy - models, principles and stages of development. 5. The essence, objectives and determinants of outplacement. 6. Functions and conditions of implementing the Outplacement process. 7. Methods of implementing Outplacement objectives.		
Prerequisites and co-requisites	Knowledge of the determinants, methods and tools of the core functions of human resource management.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Colloquium (descriptive questions)	51.0%	100.0%
Recommended reading	Basic literature	1. Armstrong M., Zarządzanie Zasobami Ludzkimi, Wolters Kluwer Polska, Warszawa 2016. 2. Buglewicz K., Społeczna odpowiedzialność biznesu, PWE, Warszawa, 2017. 3. Kozłowski M., Employer branding. Budowanie wizerunku pracodawcy krok po kroku, Wolters Kluwer Polska, Kraków 2016. 4. Berg-Peer J., Outplacement w praktyce, Wolters Kluwer Polska, Kraków 2004.	
	Supplementary literature	1. Baruk A.I., Marketing personalny jako instrument kreowania wizerunku firmy. Difin, Warszawa 2006. 2. Dąbrowska J., Employer branding. Marka pracodawcy w praktyce. Wyd. Słowa i Myśli, Warszawa 2014. 3. Rudnicka A., CSR - doskonalenie relacji społecznych w firmie, Wolters Kluwer Polska, Kraków 2012.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	1. Describe the stages of building an employer branding strategy. 2. Outline the tools used to implement internal and external outplacement.		
Work placement	Not applicable		