



## COURSE OUTLINE

### 1. Information about the program

1.1 Higher education institution	“Alexandru Ioan Cuza” University of Iași
1.2 Faculty	Faculty of Economics and Business Administration
1.3 Department	Management, Marketing and Business Administration
1.4 Field of study	Management
1.5 Cycle of study	master
1.6 Study program / Qualification	Strategic Human Resource Management in Europe

### 2. Information about the course

2.1 Course title		Employer Branding, Recruitment and Selection					
2.2 Course coordinator		Associate Professor Ruxandra Ciulu, PhD					
2.3 Seminar coordinator							
2.4 Year of study	1	2.5 Semester	2	2.6 Type of evaluation*	E	2.7 Course status**	C

\* MT-MID-TERM, O-ORAL EXAM, E-EXAM, M-MIXED; \*\* C-compulsory/O-optional/E-elective

### 3. Estimated time allocation (hours per semester and teaching activities)

3.1 Number of hours per week	1.5	out of which: 3.2 course	1.5	3.3 seminar / laboratory	
3.4 Total number of hours per semester	21	out of which: 3.5 course	21	3.6 seminar / laboratory	
Time allocation					h
Study based on course book, course materials, bibliography and other					17
Supplementary study in the library, on electronic platforms and on the field					17
Preparing seminars/laboratories, assignments, papers, portfolios and essays					16
Tutorship					2
Examination					2
Other activities .....					
3.7 Total hours of individual study					54
3.8 Total hours per semester					75
3.9 Number of credits					3

### 4. Prerequisites (if applicable)

4.1 Referring to curriculum	Not necessary
4.2 Referring to competences	Not necessary

### 5. Conditions (if applicable)

5.1 For the course	Not necessary
5.2 For the seminar / laboratory	Not necessary



## 6. Specific competences accumulated

<b>Professional competencies</b>	C1 – Understanding the impact of (employer) brand on company strategy and performance C2 – Integrating company and university realities through HR processes C3 – Elaborating and implementing an employer branding strategy
<b>Transversal competencies</b>	CT1 – Identifying roles and responsibilities within a multispecialized team and applying relational techniques and efficient work techniques within the team

## 7. Course objectives (based on specific competencies accumulated)

<b>7.1 General objective</b>	How to set up an Employer Branding concept aligned to company strategy; how to implement a corresponding cross-border recruitment approach for different labor markets; how to establish productive partnerships between business, universities and HR managers; how to continuously improve and innovate recruiting practices to achieve best performance: how to identify and attract talents and build long-lasting "customer" relationships; how to position new hires inside organizations for smooth integration.
<b>7.2 Specific objectives</b>	After successfully finalizing this course, students will: <ul style="list-style-type: none"><li>▪ have basic knowledge in the field of recruitment with specific respect to employer brands and its management</li><li>▪ be able to distinguish functional, critical and political perspectives on Employer Branding activities</li><li>▪ be able to understand the significance of Employer Branding within HR.</li></ul>

## 8. Content

<b>8.1</b>	<b>Course</b>	<b>Teaching methods</b>	<b>Observations</b> (time and bibliography)
1.	Business Case	Interactive course, heuristic conversation, problem solving method	1.5 hours (Mosley, chapter 2)
2.	Brand Ideology	Interactive course, heuristic conversation, problem solving method	1.5 hours (Mosley, chapter 3)
3.	The Perfect Employee	Interactive course, heuristic conversation, problem solving method	1.5 hours (Mosley, chapter 6)
4.	Diversity and Segmentation	Interactive course, heuristic conversation, problem solving method	1.5 hours (Mosley, chapter 7)
5.	Reputation and Attraction	Interactive course, heuristic conversation, problem solving method	1.5 hours (Mosley, chapter 8)
6.	Engagement and Retention	Interactive course, heuristic conversation, problem solving method	1.5 hours (Mosley, chapter 9)



7.	Employer Brand and Differentiation	Interactive course, heuristic conversation, problem solving method	1.5 hours (Mosley, chapter 10)
8.	EVP Development	Interactive course, heuristic conversation, problem solving method	1.5 hours (Mosley, chapter 11)
9.	Media Channels and Behaviours	Interactive course, heuristic conversation, problem solving method	1.5 hours (Mosley, chapter 14)
10.	Content Marketing	Interactive course, heuristic conversation, problem solving method	1.5 hours (Mosley, chapter 15)
11.	Communication and Content Planning	Interactive course, heuristic conversation, problem solving method	1.5 hours (Mosley, chapter 16)
12.	Managing the Brand Experience	Interactive course, heuristic conversation, problem solving method	1.5 hours (Mosley, chapter 18)
13.	Employer Brand Metrics	Interactive course, heuristic conversation, problem solving method	3 hours (Mosley, chapter 20)

**References**

**Mandatory:**

Mosley, Richard (2014) *Employer Brand Management. Practical Lessons from the World's Leading Employers*, John Wiley and Sons Ltd, UK

**Recommended:**

Arthur D. (2001): *The Employee Recruitment and Retention Handbook*, New York: AMACOM

8.2	Seminar / Laboratory	Teaching methods	Observations (time and bibliography)

**References**

**9. Bridging course content with the expectations of the community, professional associations and representative employers in the field of the program**

On an annual basis, the course content is discussed with the representatives of the business environment, who hire or could hire graduates from this program, while students are required to provide feedback (online, anonymous) after each semester about the course structure, teaching methods, as well as strengths / weaknesses (after the final evaluation).

**10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Allocation to the final grade (%)
10.4 Course	Theoretical and applied knowledge	along the semester (discussions in class on employer branding topics)	50
		exam	50



<b>10.6 Minimal performance standard</b>			
Obtaining 5 points (out of 10) both for the exam and for the cumulative grade (50% along the semester + 50% exam).			

Date  
27 September 2023

Course coordinator  
Assoc. Prof. **Ruxandra Ciulu**, Ph.D.

Seminar coordinator

28 September 2023

Head of departament  
Prof. **Andrei Neștian**, PhD