

Staffing and Employer Branding (F710334)

Course size *(nominal values; actual values may depend on programme)*

Credits 3.0

Study time 90 h

Course offerings and teaching methods in academic year 2026-2027

A (semester 1)

Dutch

Gent

group work

lecture

seminar

Lecturers in academic year 2026-2027

Van Hoya, Greet

EB23

lecturer-in-charge

Offered in the following programmes in 2026-2027

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, selection

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

Group work, Seminar, Lecture

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.

Study material

Type: Handbook

Name: Schollaert, E., Van Hove, G., Van Theemsche, B., & Jacobs, G. (2021). De strijd om talent: Employer branding in theorie en praktijk (tweede editie). Gent, België: Academia Press. EAN: 9789401477536.

Indicative price: € 25

Optional: no

Language : Dutch

Oldest Usable Edition : Second edition

Available in the Library : Yes

Available through Student Association : Yes

Usability and Lifetime within the Course Unit : intensive

Type: Reader

Name: Supplementary scientific articles

Indicative price: Free or paid by faculty

Optional: no

Available on Ufora : Yes

References**Course content-related study coaching**

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

Assessment moments

end-of-term and continuous assessment

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

Written assessment with open-ended questions

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

Written assessment with open-ended questions

Examination methods in case of permanent assessment

Assignment

Possibilities of retake in case of permanent assessment

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. Failure to participate in the evaluation of one or more components will result in failing the entire course unit and the final grade, if higher than 7/20, will be reduced to the highest non-deliberable grade (7/20). When a group member clearly has a different input and participation in the group work, their individual score may differ from the score of the other group members.