

### Elective Course 5: Employer Branding and Employee Value Proposition

Course Type:	PS: Program Specialisation	Course Credits:	2
Course Code:	H3PE513	Course Duration:	30 Hours

#### Course Objective:

- To familiarize students with the concept and strategic significance of employer branding.
- To enable students to analyze and formulate employee value propositions (EVPs) tailored to organizational contexts.
- To equip students with the tools for assessing and enhancing organizational attractiveness to potential and current employees.
- To provide practical strategies for integrating employer branding initiatives with overall HR and marketing functions.
- To foster understanding of measuring the effectiveness and impact of employer branding campaigns.

**Pre-requisites:** Understanding of Human Resource Management

#### Course Outcomes:

- CO1: Understand employer branding and initiatives undertaken by different organizations.
- CO2: Apply the concept of employee value proposition as an element of employer branding.
- CO3: Analyse the impact of Employer Brand Management on organizations.
- CO4: Evaluate the impact of employer branding on employee value proposition.
- CO5: Create competitive advantage for an organization through Employer Branding Strategies.

Unit/ Module	Content	CO Mapping	Hours Assigned
1	<b>Introduction to Employer Branding:</b> <ul style="list-style-type: none"><li>● Brand Definition, Management, and Development</li></ul>	CO1	3

	<ul style="list-style-type: none"> <li>● Evolution and history of Employer Branding</li> <li>● Brand Consistency and Continuity</li> </ul>		
2	<b>Importance of Employer Branding</b> <ul style="list-style-type: none"> <li>● Changing needs and aspirations of employees</li> <li>● Role of top management in employer branding</li> <li>● Manager's role in Employer Branding</li> </ul>	CO1, CO2	3
3	<b>Employer Branding Process</b> <ul style="list-style-type: none"> <li>● Diagnosing the Employer Brand</li> <li>● Creation and Operationalization of the Employer Brand</li> <li>● Integrating branding with organization's culture and values</li> </ul>	CO3	4
4	<b>Benefits of Employer Branding</b> <ul style="list-style-type: none"> <li>● Functional, Emotional, Higher Order and Life Cycle Benefits</li> </ul>	CO3	4
5	<b>Employee Value Proposition</b> <ul style="list-style-type: none"> <li>● Definition and Importance</li> <li>● Link to Motivation Theories</li> <li>● Creating a Strong EVP: Identifying unique employer strengths</li> <li>● Customizing EVP for diverse workforce segments</li> </ul>	CO4	6
6	<b>Employer Brand Management</b> <ul style="list-style-type: none"> <li>● Policies: External Reputation, Internal Communication</li> <li>● Senior Leadership and CSR (Corporate Social Responsibility)</li> <li>● Local Picture: Recruitment, Induction, and Performance Management</li> <li>● CSR and Employer Brand Impact: Diversity, Equity, Inclusion and Belonging (DEIB) in</li> </ul>	CO4, CO5	6

	Employer Branding <ul style="list-style-type: none"> <li>• Sustainability and Employer Brand Positioning</li> </ul>		
7	<b>Process of Evaluation of Employer Branding &amp; Employee Value Proposition</b> <ul style="list-style-type: none"> <li>• Success Stories</li> <li>• Change Management</li> <li>• Measurement of Impact</li> <li>• Sustaining Long-term Employer Branding</li> <li>• Future trends in Employer Branding (AI, Gig Economy, Remote Work)</li> </ul>	CO5	4

#### Textbooks:

1. The Employer Brand Bringing the Best of Brand Management to People at Work, Simon Barrow & Richard Mosley, Second Edition, Wiley
2. Employer Branding: Use your Brand to Attract the Employees you Need for your Business to Succeed, James Ellis, First Edition, Kogan Page

#### Reference Books:

1. The Talent Magnet - Employer Branding & Recruitment Marketing Strategies to Attract Millennial Talent, Richard Evans, Create Space Independent Publishing Platform.