



Name of the BIP	EMPLOYER AS A BRAND: THE ART OF ATTRACTING TALENT
BIP-ID	
Academic year and semester	2025/2026 (summer semester)
Hosting institution: name	Institute of Technology and Business in České Budejovice (Vysoká škola technická a ekonomická v Českých Budejovicích)
Hosting institution: Erasmus code	CZ CESKE04
Coordinator at hosting institution: name and email	Lýdie Šarinová sarinova@vste.cz (responsible for OLA administration) Štěpánka Jenešová jenesova@vste.cz (BIP coordinator – other organisational issues)
Number of ECTS	3
Field of education	0410 (Business and Administration)
Course component code	BIP
Start Date Physical Mobility (without travel days)	20.4.2026
End Date Physical Mobility (without travel days)	24.4.2026
Start Date Virtual Component	1.4.2026
End Date Virtual Component	15.4.2026
Virtual Component Description	1 st , 8 th and 15 th April – HR Marketing Uncovered: First Steps into the Field; Employer's Reflection: Discovering Strengths and Blind Spots; Recruitment Reloaded: Talent Magnet
Main Teaching/Training Language	English