

Course links

[Managing Performance](#)

[Improve processes and deliver operational excellence](#)

Learning Path Assessment

5 Page Report (2,500 words) covering the module learning outcomes:

1. Assess and observe in your workplace or in your institution. How do the hiring managers choose and assess people to work there? Include in your assessments the different theoretical observations on the values and characteristics they particularly see in their people.
2. Comprehensively make an assessment on how does a company do their best to enable to reach the majority of the top talent market? Give examples of strategies they could do to enable to get the best in the market.
3. Explain Employer Branding versus Job Branding. How does your institution give these distinctions? Cite examples of how and why this branding is essential to the institution.
4. Cite 5 Big Turnoffs in a statement for a Job Description, then write a marketable Job Description statement. (E.g. For example, it's better to say, use your CPA to lead our new international reporting system; rather than, must have a CPA, plus five years of international consolidations and report. Lesson on Marketing jobs for top talent.)
5. Finding the right and best candidate in your pool entails the necessary skills needed for the organization. What do results mean a candidate possesses the necessary skills and getting results is its own evidence that the candidate has the necessary skills?
6. Interviews have been a traditional way yet the most effective way of getting to know the candidate whether or not he is a real fit for the job. Make a flow chart on how to conduct an interview, a script on this would be better. Use at least 500 words to accomplish this task.
7. What technique can a hiring manager use to assess whether or not a candidate possesses the traits of a top job performer? What are the characteristics that we are looking for in applying the technique when we need to hire a Director for Operations in a manufacturing company? (You may enumerate a set of interview questions in this portion and include hypothetical questions to identify the top candidates)

Receive 5 ECTS credits in the following degrees:

- Bachelor in Business Administration (BBA)
- Master in Business Administration (MBA)

Cost CHF 99

Further questions

Contact [SSBR Marketing](#) for more info.

Assessment submission

Please send in word format to [SSBR Academics](#) mentioning LinkedIn Pathway in the title.