OB 6379 Culture and the Employee Value Proposition

OB 6379 Culture and the Employee Value Proposition (3 semester credit hours) Executive Education Course. This course reviews the dimensions of organizational culture and the use of culture surveys in an international context. The role of leadership and HR in establishing, managing, and changing culture is explored. The concept of the employee value proposition is established along with its impact on the organization's ability to attract, develop, and retain talent in the global marketplace. A course capstone project is completed where the student defines current and future cultural elements along with an employer brand. (3-0) Y