

Talent Acquisition and Management in IT

- Kierunek - studia podyplomowe

Online 2 semestry **OD PAŹDZIERNIKA**

Description of studies

You will have the opportunity to gain knowledge of the best practices on the market. You will improve their knowledge and competencies. You will have the opportunity to exchange experiences and compare the solutions used so far. Lecturers are passionate practitioners, enthusiasts, both managers and specialists from talent acquisition and management area. They have experience in local and international companies, which guarantees the highest quality of knowledge.

The studies are intended for people who want to expand their knowledge and competencies in the field of acquiring and managing talents in the technology industry. People working in talent acquisition, learning and development, people operations and all other related departments, but also people from technology departments who manage and lead technology teams and participate in talent acquisition and development processes.

Purpose of the studies

The aim of the studies is to acquire or expand knowledge in the field of acquiring and managing talents in an IT organization at the strategic and operational level. Getting to know the tools and solutions used in the industry and acquiring competences that allow you to use them in practice.

Benefits

During studies, participants will have the opportunity to gain knowledge of the best practices on the market. They will improve their knowledge and competencies. They will have the opportunity to exchange experiences and compare the solutions used so far. Lecturers are passionate practitioners, enthusiasts, both managers and specialists from talent acquisition and management area. They have experience in local and international companies, which guarantees the highest quality of knowledge.

For whom?

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Program studiów

Program 172 hours, 2 semesters, 9 month, 11 reunions

Form of credit: project work and final exam in the form of project



Liczba miesięcy nauki:
9



Liczba godzin: **172**



Liczba zjazdów: **11**



Liczba semestrów: **2**

BROADEN PERSPECTIVE ON THE IT MARKET (14 godz.)

CURRENT REALITY VS FUTURE (4 H)

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umowy w rozumieniu art. 66 i nast. kodeksu cywilnego. Zgodnie z art. 160 ust. 3 ustawy z dnia 27 lipca 2005 roku Prawo o szkolnictwie wyższym, umowa między gdańsk a studentem zawierana jest w formie pisemnej.

COOPERATION WITH BUSINESS ENVIRONMENT INSTITUTIONS (6H)

DIGITALIZATION AND AUTOMATION AS PRIORITY TOPIC FOR IT INDUSTRY (4H)

TALENT ACQUISITION (62 godz.)

EMPLOYER BRANDING BEST PRACTICES (6 H)

DIGITAL MEDIA AS A SUPPORT FOR EMPLOYER BRANDING (6 H)

SELECTION, PLANNING AND IMPLEMENTATION OF A RECRUITMENT STRATEGY (8H)

DIVERSE AND INCLUSIVE RECRUITMENT PROCESSES (8h)

ACTIVE SOURCING VS PASSIVE SOURCING (8h)

INTERNAL AND EXTERNAL REFERRAL PROGRAMS (4h)

CAMPUS RECRUITING AND INTERNSHIP PROGRAMS (4h)

INTERNAL RECRUITMENT (4h)

DATA AND METRICS IN THE RECRUITMENT PROCESSES (4h)

KEY ROLES IN THE TALENT ACQUISITION PROCESS (6h)

CANDIDATE EXPERIENCE (4h)

HIRING AND ONBOARDING (20 godz.)

LEGAL ASPECTS OF EMPLOYMENT (6H)

HIRING INTERNATIONAL EMPLOYEES (4H)

PRE-ONBOARDING I ONBOARDING (6H)

RELOCATION PROGRAMS (4H)

MANAGEMENT AND RETENTION (56 godz.)

BUILDING AND MANAGING AN ORGANIZATIONAL CULTURE IN TECH COMPANY (4H)

BUILDING AND MANAGING DISTRIBUTED TEAM (4H)

AGILE PRACTICES IN TALENT MANAGEMENT (6h)

TRAINING AND DEVELOPMENT PROGRAMS (8h)

MOTIVATION PROGRAMS (6h)

BUILDING AN ENGAGED ORGANIZATION (6h)

WELLBEING AND MENTAL HEALTH (6h)

SUSTAINABILITY IN TALENT MANAGEMENT (6h)

LEGAL ASPECTS OF TALENT MANAGEMENT (6h)

METRICS SUPPORTING TALENT MANAGEMENT (4h)

OFFBOARDING (12 godz.)

BUILDING WIN-WIN OFFBOARDING PROCESSES (4 godz)

EXIT INTERVIEW VS STAY INTERVIEW (4 godz.)

ALUMNI PROGRAMS (4 godz.)

PROJECT (8 godz.)

PROJECT SEMINAR (8h)

Wykładowcy

Anna Brzezińska - Mattos

Expert in the field of talent acquisition and talent development. For over 17 years, she has supported companies in building positive experiences for candidates and employees at the strategic and operational levels. Over the last decade, she has been closely associated with the IT industry, where she created and developed the area of talent acquisition, talent management and employer branding for companies such as Spartez/Atlassian and Dynatrace. A graduate of master's studies in the speciality of e-business at the Maritime University in Gdynia, postgraduate studies in Human Resources Management at the Gdańsk University of Technology and doctoral studies at the Faculty of Economics of the University of Gdańsk. Certified Reiss Profile Master. She has been an academic lecturer at the WSB School of Banking in Gdańsk and Gdynia for several years.

Mariola Chojnowska

Sociologist by education from the University of Gdańsk and post-graduate studies at the Gdańsk University of Technology and the Warsaw School of Economics, an expert by passion with over 15 years of experience in Learning & Development. She co-created standards and training procedures. Responsible for policy, process (analysis, planning, budgets control) and evaluation in large production companies. Manager of HR projects like employee opinion surveys, development center, dedicated development projects, pre- and onboarding and internal trainings. She successfully implemented and co-managed the e-learning platform for over 15,000 users, taking care of the quality of training and UX in the development process and coordinated the business administrators. Passionate about dialogue, individual approach to development and digitization of HR processes. Certified Extended Disc consultant.

Izabela Disterheft

graduated from the University of Gdańsk with a Master's degree in Economics. She also completed post-graduate studies in project management. Senior Leader with over 15 years of experience in the real estate market, team management, business development, and international cooperation. Regional Director of the Tri-City branch of Colliers. Represents owners of commercial real estate as well as supports Tenants in the processes of lease,

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relocation, renegotiation or rearrangement of their office space. Previously, she was the Director of the Gdańsk Science and Technology Park, the CEO of the largest Polish ICT Cluster, and the Member of the Management Board of Unicorn Nest - the Capital Fund. In cooperation, Izabela values transparency and trust. She approaches tasks holistically, always looking for synergy.

Lucyna Grochowska

A graduate of political science and middle east studies. HR expert who combines a passion for the world of technology and psychology and building products and processes focused on people based on data. He has high competence and qualifications in recruitment and diverse expertise in other areas of the employee life cycle, such as onboarding, performance evaluation, learning and development and off-boarding. She combines an analytical approach with empathy and openness to people in his work. Certified Reiss Profile Master. She has worked for IT companies such as Brainly, SII, Epam, Spartez/Atlassian, Dynatrace and PayU.

Małgorzata Gulgowska-Kowalska

Gosia Kowalska is Head of Product at Atlassian. She is responsible for the company's portfolio of self-managed products (including Jira, Confluence, Bitbucket) used by some of the largest companies in the world e.g. IBM, NASA and Audi. A psychologist and English philologist by education, Gosia has worked in the IT industry since the early 2000s. At the beginning of her career, she was responsible for content and project management (Arena.pl, NASK, Wakacje.pl). For the last several years she has been a product manager (AirHelp, Spartez, Atlassian). During her career, Gosia has built strong product teams, leading by values, close relationship with customers and long-term strategy. When working with people, she manages by objectives and gives teams autonomy. Mentor and coach for a group of product managers in Poland and abroad.

Aleksandra Hinc

Aleksandra Hinc is a legal counsel and owner of HiBusiness, a law office that supports startups and tech companies across Poland. She has advised business owners, development teams and VC funds on legal matters for 13 years now. She loves working with creatives and startups. She is a co-author of HR w IT, a joint publication prepared by No Fluff Jobs (2022).

Monika Hinc

sociologist, expert and business partner in the field of personnel processes and sustainable development. For years, she has been combining these two issues to build value in business. Head of People at the Scalac technology company. WHe winner of the "People who change business" awarded by the Responsible Business Forum and the Forbes Woman Polska ranking of "25 Leaders of Sustainable Development". Certified business trainer and certified Extended DISC partner. Creator of the Forum Inicjowania Rozwoju - a cross sector partnership of companies, public institutions and NGOs for sustainable development and the 11th edition of the conference of the same name. She

carried out consulting projects for companies from the SME sector as well as large corporations. Master of sociology at the University of Gdańsk. She completed postgraduate studies in "Personnel Management" at the University of Social Sciences and Humanities in Warsaw, postgraduate studies of Manager ESG at Collegium Civitas and WSAIB in the field of "Management and Entrepreneurship".

Agnieszka Korol

Sociologist. For over 22 years associated with the IT industry. Professional in operational talent management, with experience in implementing projects in the employee's life cycle (pre-onboarding, onboarding, legal documentation, full relocation service, transfers, de-recruitment, off-boarding). Expert in building infrastructure and tools enabling local and global operations and efficiency in fast-growing organizations. He has extensive experience implementing new employee benefit programs based on research and analysis.

Stanisław Matczak

Stanisław Matczak is an IT manager and agile coach with over 20 years of experience. He has worked as a programmer, analyst, tester, and project manager, and has managed teams that develop software. Since 2013, he has been implementing agile methods in teams and organizations. Currently, he works as an agile coach in an international company that develops the enterprise hiring platform. Staszek is a co-organizer of the Agile3M community and the author of the blog www.trzeciakawa.pl.

Kamila Pyszka

Kamila is an experienced and passionate psychologist and mindfulness enthusiast, with over 12 years of experience in the business world. Throughout her career, she has worked in both internal HR departments and as an external, independent HR consultant, gaining a wealth of knowledge and expertise in the field. Driven by her belief that business is fundamentally about people, Kamila founded her brand, "Be Human Consulting", three years ago. Today, she works as a psychologist and coach, known for her ability to help both individuals and teams turn difficult and crisis situations into opportunities for growth. Drawing on her extensive experience in working with people and her passion for personal development, Kamila has developed her unique consultation formula, known as the "POWER HOUR". These powerful coaching sessions are designed to support clients in achieving their dreams and goals, both in their personal and professional lives. Additionally, they help to strengthen mental resilience and prevent professional burnout, making them an invaluable tool for anyone seeking to thrive in today's fast-paced world. Kamila's mission is to inspire and emPOWER individuals and teams, foster healthy and productive work environments, and drive positive change in the world of business.

Monika Serafin

graduate of the University of Gdańsk and the Nicolaus Copernicus University in Toruń. She gained marketing experience working for interactive agencies and culture. Built with her team of one of the largest conferences for the

PR, marketing and promotion of the cultural industry "Marketing in Culture Conference". For several years associated with Dynatrace as an Employer Branding Specialist. Combining experience in marketing, project management and communication.

Paweł Superson

CEO of the growth consulting agency CAMP7. He has over 15 years of experience working for local SMEs, startups, NGOs and corporations. His strategies are always guided by the idea of 😊😊 "Power Shift To Customers". He graduated from psychology in business with a specialization in "Psychology of Consumer Behavior", which he uses to create plans and strategies. He started his adventure with Search Engine Marketing.

Anna Szymczak

Anna helps to lead organizations from today's vision to tomorrow's reality. She creates business strategies, supports their execution, advises management boards, and helps with digital transformation. Anna gained experience in cooperation with mature companies and startups. For the last ten years, she has held positions at the management level of companies operating in the fields of new technologies and innovative services. Associated with the E-Health and FinTech industries.

Małgorzata Wasilewska

A graduate of the University of Gdańsk and the Higher School of Social Communication. Headhunter, owner of the recruitment brand Librain. Repeatedly awarded for effective recruitment campaigns in IT. He has over 20 years of experience in many areas of Human Relations. She specializes in recruiting highly specialized experts: software engineers, architects, data engineers, business analysts or IT project managers, mainly for product development companies or for "software houses". At work, she focuses on the quality of recruitment processes. She loves sharing her experience, so she participates in mentoring and training projects. She also works as a coach and business trainer.

Special promotion for candidates.

Nie czekaj, zapisz się online. Pierwsi korzystają najczęściej!

Zapisując się do 31 lipca, zyskujesz 800 zł, dzięki:

- 400 zł zniżki w czesnym rozliczanej przez cały okres studiów, proporcjonalnie do wybranego systemu ratalnego,
- 400 zł dzięki zwolnieniu z opłaty wpisowej.

Najniższa cena z ostatnich 30 dni: 240 zł

do 31 lipca
czesne już od
262 zł ~~285 zł~~
miesięcznie

Ceny dla kandydatów

Studia to inwestycja, która się zwraca

Studia podyplomowe to inwestycja, która zwraca się już w ich trakcie, w postaci nowych umiejętności i kontaktów, które owocują w biznesie. Wybierz studia podyplomowe na Uniwersytecie WSB Merito i przekonaj się na własnym przykładzie, jak inwestować w siebie, aby czerpać z tego korzyści teraz i w przyszłości. Szanujemy Twój czas i pieniądze, dlatego o finansach mówimy otwarcie. Nie mnożymy dodatkowych opłat, nie przemycamy małym druczkiem ukrytych kosztów. U nas wiesz dokładnie, za co płacisz.

Niestacjonarne - Gwarantowane czesne stałe

| | Rok nauki | Czesne |
|---------------|--------------|-----------------------------------|
| 2 raty | 1 rok | 2625 zł 2825 zł |

| | Rok nauki | Czesne |
|---------------|--------------|---------------------------------|
| 10 rat | 1 rok | 525 zł 565 zł |

| | Rok nauki | Czesne |
|---------------|--------------|---------------------------------|
| 12 rat | 1 rok | 441 zł 475 zł |

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Niestacjonarne - Gwarantowane czesne stopniowane

| | Rok nauki | Czesne |
|----------------------------------|-----------|--------|
| normal_price rat | | |
| price_after_promotion rat | | |
| price_last_30 rat | | |

Ceny dla kandydatów z zagranicy

Studia to inwestycja, która się zwraca

Szanujemy Twój czas i pieniądze, dlatego o finansach mówimy otwarcie. Nie mnożymy dodatkowych opłat, nie przemycamy małym druczkiem ukrytych kosztów. U nas wiesz dokładnie, za co płacisz. Studia podyplomowe to inwestycja, która zwraca się już w ich trakcie, w postaci nowych umiejętności i kontaktów, które owocują w biznesie. Wybierz studia podyplomowe w WSB i przekonaj się na własnym przykładzie, jak inwestować w siebie, aby czerpać z tego korzyści teraz i w przyszłości.

Niestacjonarne - Gwarantowane czesne stałe

| | Rok nauki | Czesne |
|---------------|--------------|-----------------------------------|
| 2 raty | 1 rok | 2625 zł 2825 zł |

| | Rok nauki | Czesne |
|---------------|--------------|---------------------------------|
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| | | |
|-------------------------|----------------------------------|--------------------------|
| | Rok nauki | Czesne |
| normal_price rat | price_after_promotion rat | price_last_30 rat |

Ceny dla absolwentów WSB i WSB Merito

Studia to inwestycja, która się zwraca

Szanujemy Twój czas i pieniądze, dlatego o finansach mówimy otwarcie. Nie mnożymy dodatkowych opłat, nie przemycamy małym druczkiem ukrytych kosztów. U nas wiesz dokładnie, za co płacisz.

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Niestacjonarne - Gwarantowane czesne stałe

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| 10 rat | 1 rok | 505 zł 565 zł |

| | Rok nauki | Czesne |
|---------------|--------------|---------------------------------|
| 12 rat | 1 rok | 425 zł 475 zł |

Niestacjonarne - Gwarantowane czesne stopniowane

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| | | |
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| normal_price rat | price_after_promotional rat | price_last_30 rat |