



EBU HR CURRICULUM

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WHY SHOULD WE DO IT?

Uncertain times:

Need for safe framework + clear processes

Dynamic development of technology and the market:

Need for quick reaction





WHAT IS THE TARGET?

The **HR Curriculum** empowers you to make a difference:

- How to support the Management Board: strategy process + development of the organization
- How to manage employees and culture in an effective and modern way
- ➤ How to draft strategies for the future + lead change to embrace new media landscape opportunities



WHO IS THE TARGET AUDIENCE?

Ideal candidates:

- HR-Managers and Business Partners (first and second management level)
- Fluent in English (C1)
- At least 5 years of pertinent experience



WHAT IS THE APPROACH?

- Blended learning: e-learning and face-to-face
- Right balance between theory and practice:
 lectures, case studies, role plays and projects
- Total 6 months duration structured in 3 short weeks (every 2 months)



HR CURRICULUM PROPOSAL

INSPIRE

BE

Self Awareness

To
understand
yourself,
others and
build better
work
relationships

DO

Tools & Techniques

Essentials to be mastered in order to focus on what is important

IMPACT

Partnering

To act as a business partner to take better decisions regarding the human resources

Strategy

To be a recognised as an human strategist in order to influence for long term perspectives

Session 1

Session 2

Session 3



WHO ARE THE FACILITATORS?

- HR-Experts from the broadcast industry
- Top-Teachers from international Business Schools
- Peer learning from the international HR Community





WHAT ARE THE MOST VALUABLE TOPICS FOR YOU?

... that is the subject of this workshop.



