

The subject of this bachelor's essay is attraction and selection of university graduates. It introduces the area of talent management as an integrated set of activities and it thoroughly describes complex of human resources agendas associated with talent management. It puts these parts into mutual context and shows their interdependencies. The document links theoretical findings with business practice and demonstrates talent management strategy applied in multinational company Unilever. This study describes Management Trainee program in detail. The program is oriented on university graduates and development of their managerial skills and competencies. Talented university graduates with potential to fast growth into managerial positions are the program's focus group. Unilever is well aware that the company's prosperity and competitiveness are directly dependent on its employees' talents and motivation. Management Trainee program forms an important talent management pillar in the company.