

Syllabus of the course «Personal branding and business image management»

Specialty	D3 Management	
Study Programme	Business Administration	
Study cycle (Bachelor, Master, PhD)	the second (Master) level of higher education	
Course status	elective	
Language	English	
Term	first year, first semester	
ECTS credits	5	
Workload	Lectures – 16 hours.	
	Practical (seminars) – 24 hours.	
	Self-study – 110 hours	
Assessment system	Grading including Exam	
Department	Department of Management, Business and Administration room 703 of the library building phone: (057) 702 01 46 (add. 2-96)	
	website: https://www.kmib.hneu.edu.ua	
Teaching staff	Myronova Olga Mykolayivna, PhD, Associate Professor	
Contacts	Myronova O. M.: olga.myronova@hneu.net	
Course schedule	Myronova O. M: <u>due to timetable</u>	
Consultations	At the Department of Management, Business and Administration, offline, according to the schedule, individual PNS chat.	

formation of students' competencies on personal branding and business image management in order to increase the effectiveness of their interaction with the external environment and achieve financial freedom

Structural and logical scheme of the course

Prerequisites for learning	Postrequisites for learning
Management	Basis of leadership
Business ethics	

Course content

Content module 1. Basics of personal branding

Topic 1. A systemic view on a personal brand

Topic 2. Creating a personal brand

Topic 3. Promotion of a personal brand

Content module 2. Management of business image

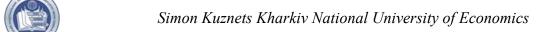
Topic 4. Theoretical basis for a business image development

Topic 5. Technological bases for creating a business image

Topic 6. Features of business image management

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system



Learning forms and methods

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points. The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following control measures: creative tasks, presentations, testing, writing essay.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program