



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

<b>Specialty</b>	<i>D3 Management</i>						
<b>Study Programme</b>	<i>Business Administration</i>						
<b>Study cycle (Bachelor, Master, PhD)</b>	<i>the second (Master) level of higher education</i>						
<b>Course status</b>	<i>elective</i>						
<b>Language</b>	<i>English</i>						
<b>Term</b>	<i>first year, first semester</i>						
<b>ECTS credits</b>	<i>5</i>						
<b>Workload</b>	<i>Lectures – 16 hours.</i> <i>Practical (seminars) – 24 hours.</i> <i>Self-study – 110 hours</i>						
<b>Assessment system</b>	<i>Grading including Exam</i>						
<b>Department</b>	<i>Department of Management, Business and Administration</i> <i>room 703 of the library building</i> <i>phone: (057) 702 01 46 (add. 2-96)</i> <i>website: <a href="https://www.kmib.hneu.edu.ua">https://www.kmib.hneu.edu.ua</a></i>						
<b>Teaching staff</b>	<i>Myronova Olga Mykolayivna, PhD, Associate Professor</i>						
<b>Contacts</b>	<i>Myronova O. M.: <a href="mailto:olga.myronova@hneu.net">olga.myronova@hneu.net</a></i>						
<b>Course schedule</b>	<i>Myronova O. M.: <a href="#">due to timetable</a></i>						
<b>Consultations</b>	<i>At the Department of Management, Business and Administration, offline, according to the schedule, individual, PNS chat.</i>						
<b>Learning objectives and skills:</b>							
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							
<b>Structural and logical scheme of the course</b>							
<table><tr><th><b>Prerequisites for learning</b></th><th><b>Postrequisites for learning</b></th></tr><tr><td>Management</td><td>Basis of leadership</td></tr><tr><td>Business ethics</td><td></td></tr></table>		<b>Prerequisites for learning</b>	<b>Postrequisites for learning</b>	Management	Basis of leadership	Business ethics	
<b>Prerequisites for learning</b>	<b>Postrequisites for learning</b>						
Management	Basis of leadership						
Business ethics							
<b>Course content</b>							
<b>Content module 1. <i>Basics of personal branding</i></b>							
<b>Topic 1. A systemic view on a personal brand</b>							
<b>Topic 2. Creating a personal brand</b>							
<b>Topic 3. Promotion of a personal brand</b>							
<b>Content module 2. <i>Management of business image</i></b>							
<b>Topic 4. Theoretical basis for a business image development</b>							
<b>Topic 5. Technological bases for creating a business image</b>							
<b>Topic 6. Features of business image management</b>							
<b>Teaching environment (software)</b>							
<i>Multimedia projector, S. Kuznets PNS, Corporate Zoom system</i>							



### **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***