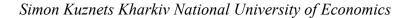


Syllabus of the course «Personal branding and business image management»

Specialty	All
Study Programme	All
	Third (educational and scientific), PhD
Course status	Elective
Language	English
ECTS credits	5 ECTS
Workload	Lectures – 20 hours.
	Practical (seminars) – 20 hours.
	Self-study – 110 hours.
Assessment system	Grading
Department	Management, Business and Administration department, room
	210 (main block), phone: 702-01-46 (add. 2-96), Web page:
	https://www.kmib.hneu.edu.ua
Teaching staff	Gruzina inna Anatoliivna,
	Dr. Sc. (Economic), Professor
	Yastremska Olesia
	Cand. Sc. (Economic), Associate Professor
Contacts	gruzinaia@gmail.com
	iastremska.o@gmail.com
Course schedule	Lectures: <u>due to timetable</u>
	Practical studies: <u>due to timetable</u>
Consultations	At the Management, Business and Administration, off-line;
	due to timetable of consultations, personal, PNS chat
Learning objectives and skills:	
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	
Course content	
Content module 1. Basics of personal branding	
Topic 1. A systemic view on a personal brand Topic 2. Creating 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)	
Computer, Powe	r Point MS Office, Excel MS Office, Zoom
Course page on the Moodle	
platform (personal learning	https://pns.hneu.edu.ua/course/view.php?id=11598
system)	





Learning forms and methods

The university employs a 100-point cumulative grading system to evaluate the learning outcomes of its higher education students. Ongoing assessment takes place during lectures and practical sessions, aiming to assess the student's preparedness to perform specific tasks. This is evaluated by the total number of points earned. The final assessment includes semester control, which is conducted in the form of a differentiated pass. The maximum number of points for the ongoing evaluation during the semester for a subject with a differentiated pass form of control is 100, while the minimum possible number of points is 60.

Current control includes the following control measures: creative tasks, express and final testing, presentations.

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