



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

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



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