



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>the first (Bachelor) level of higher education</i>
Course status	<i>selective</i>
Language	<i>English</i>
Term	<i>third year, fifth semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 30 hours. Practical studies – 30 hours. Laboratory studies – 0 hours. Self-study – 90 hours.</i>
Assessment system	<i>Grading</i>
Department	<i>Department of Management, Business and Administration,, auditorium 703 of the library building, phone: (057) 702-01-46 (2-96), website: https://www.kmib.hneu.edu.ua</i>
Teaching staff	<i>Myronova Olga Mykolayivna, PhD, Associate Professor Gruzina Inna Anatoliivna, PhD, Associate Professor Barkova Kateryna Oleksandrivna, PhD, Associate Professor</i>
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Course schedule	<i>Lectures: according to the schedule Practical studies: according to the schedule</i>
Consultations	<i>At the Department of Management, Business and Administration, offline, according to the schedule, individual, 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.

Structural and logical scheme of the course

Prerequisites	Postrequisites
-	-
-	-

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

Assessment system

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 – 100 points; the minimum amount required is 60 points.

Current control includes the following assessment methods: 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.

Educational 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.