



Syllabus of the educational discipline
«Personal branding and business image management»

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|--|---|
| Specialty | <i>all</i> |
| Educational program | <i>all</i> |
| Level of education | <i>second (master's)</i> |
| Discipline status | <i>Selective</i> |
| Teaching language | <i>English</i> |
| Course / semester | <i>1st academic year, 2nd semester</i> |
| Number of credits ECTS | <i>5</i> |
| Distribution by types of trainings and hours of study | <i>Lectures – 20 hours. Practical studies (seminars) – 20 hours Laboratory studies – 0 hours. Independent training – 110 hours.</i> |
| Form of final assessment | <i>Pass</i> |
| Department | <i>Management and business department S. Kuznets Kharkiv National University of Economics, 61166, Kharkiv, 9a Nauki Ave., Scientific and library building, 7th floor, room 703, mel. +38 (057) 702-01-46 (2-96), kaf_mb_hneu@ukr.net, kafmb2007@gmail.com</i> |
| Teacher (-s) | <i>Olga Myronova, PhD, Associate professor of Management and Business department</i> |
| Teacher's contacts | <i>olga.myronova@hneu.net</i> |
| Days of the classes | <i>according to the class time-table</i> |
| Consultations | <i>according to the consultation schedule</i> |
| The purpose of the discipline is the formation of students' competencies in personal branding and business image management in order to increase the effectiveness of their interaction with the external environment and achieve financial freedom | |
| Prerequisites for learning <i>"Management"; "Marketing" / Knowledge of the essence, basic functions and principles of management and marketing, the ability to collect, process and analyze information from literature sources to form a strategy to promote a personal brand</i> | |
| Content of the educational discipline | |
| Content module 1. Basics of personal branding | |
| Theme 1. A systemic view on a personal brand | |
| Theme 2. Creating a personal brand | |
| Theme 3. Promotion of a personal brand | |
| Content module 2. Management of business image | |
| Theme 4. Theoretical basis for a business image development | |
| Theme 5. Technological bases for creating a business image | |
| Theme 6. Features of business image management | |
| Material and technical support (software) of the discipline | |
| Laptop, Power Point MS Office, Multimedia Projector | |
| Course page on the Moodle platform (personal training system) | <i>https://pns.hneu.edu.ua/enrol/index.php?id=4107 the following materials are posted: technological map, syllabus of the academic discipline, practical tasks, lecture presentations</i> |
| Recommended literature | |
| <i>Основні: 1. Седова Л. Н. Основы полемического мастерства : учеб. пособие / Л. Н. Седова; Харьковський національний економічний університет ім. С. Кузнеця. – Х. : ХНЭУ ім. С.</i> | |



Кузнеца, 2014. – 319 с.

2. Ястремська, О. М. Бренд-менеджмент / О. М. Ястремська; Харківський національний економічний університет. – Х. : ХНЕУ, 2010. – 163 с.

Додаткові: Персональний брендинг / Ф. Котлер, И. Рейн, М. Хэмлин и др. – М.: Издательский дом Гребенникова, 2008. – 400 с.

Assessment system of learning outcomes

Current control during the semester during lectures, practical lessons, and is estimated by the sum of the points scored (the maximum amount is 88 points; the minimum amount that allows the student to take the pass – 60 points);

Final / semester control, conducted in the form of final control as a tests initiated by the teacher, taking into account the current control for the corresponding contents module aims at an integrated assessment of learning outcomes of the student after studying material from logically completed part of the course – content modules (maximum – 12 points).

More detailed information on assessment is given in the technological card of the discipline.

Accumulation of rating points in the discipline

| Types of training | Max points |
|-----------------------------------|------------|
| Lecture | 5 |
| Practical classes | 5 |
| Tasks by themes | 9 |
| Express Tests | 15 |
| Written Tests (modular and final) | 60 |
| Essay | 6 |
| Max points | 100 |

Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale

| Total score on a 100-point scale | ECTS assessment scale | Assessment on the national scale | |
|----------------------------------|-----------------------|--|----------|
| | | for exam, differentiated test, course project (work), practice, training | for pass |
| 90 – 100 | A | excellent | pass |
| 82 – 89 | B | good | |
| 74 – 81 | C | satisfactory | |
| 64 – 73 | D | | |
| 60 – 63 | E | unsatisfactory | not pass |
| 35 – 59 | FX | | |
| 1 – 34 | F | | |

Discipline policies

Policy of academic integrity,

Absenteeism policy,

Policy to perform tasks later than the deadline, etc.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline (<http://www.repository.hneu.edu.ua/handle/123456789/20993>).