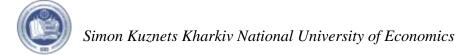
Syllabus of the course

«Personal branding and business image management»

Specialty	073 Management		
Study Programme	Business Administration		
Study cycle (Bachelor, Master, PhD)	the second (mo	the second (master's) level of higher education	
Course status	elective	elective	
Language	English		
Term	1 year of study	1 year of study 1 semester or 1 year of study 2 semester	
ECTS credits	5		
Workload	Lectures – 16 hours.		
	Practical studies – 24 hours.		
	Laboratory studies -0 hours.		
	Self-study – 110 hours.		
Assessment system	Grading inclu	Grading including Exam	
Department	Department of Management and Business, auditorium 703 of the library building, phone: (057) 702-01-46 (2-96), website: https://www.kmib.hneu.edu.ua		
Teaching staff	Myronova Olg	Myronova Olga Mykolayivna, PhD, Associate Professor	
Contacts	olga.myronova@hneu.net		
Course schedule		Lectures: according to the schedule	
	 	Practical studies: according to the schedule	
Consultations	*	At the Department of Management and Business, offline, according to the schedule, individual, PNS chat.	
management in order to it envi	•	personal branding and business image ness of their interaction with the external e financial freedom	
Prerequisites Preservities		Postrequsites	
-			
Content module 1 Design -	Course con	ntent	
· ·	personal branding	ntent	
Theme 1. A systemic view o	personal branding n a personal brand	ntent	
Theme 1. A systemic view o Theme 2. Creating a person	personal branding n a personal brand nal brand	ntent	
Content module 1. Basics of Theme 1. A systemic view o Theme 2. Creating a person Theme 3. Promotion of a person Content module 2. Manager	f personal branding n a personal brand nal brand ersonal brand		
Theme 1. A systemic view of Theme 2. Creating a person Theme 3. Promotion of a person Content module 2. Management Management with the content module 2. Management module 2. Man	f personal branding n a personal brand nal brand ersonal brand ment of business imag	ge	
Theme 1. A systemic view on Theme 2. Creating a person Theme 3. Promotion of a person that the state of the system is a person of a person of the system is a person of the sy	f personal branding n a personal brand nal brand ersonal brand ment of business imag for a business imag	ge e development	

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 -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 assessment methods: tasks by topics, presentation, testing.

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