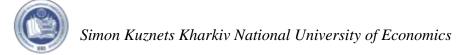
Syllabus of the course

«Personal branding and business image management»

Specialty	073 Management		
Study Programme	Business Administration		
Study cycle (Bachelor,	the second (master's) level of higher education		
Master, PhD)			
Course status	elective		
Language	English		
Term	1 year of study 1 semester or 1 year of study 2 semester		
ECTS credits	5		
Workload	Lectures – 16 hours.		
	Practical stud	ies – 24 hours.	
	Laboratory sti	Laboratory studies – 0 hours.	
	Self-study – 1	Self-study – 110 hours.	
Assessment system	Grading including Exam		
Department		Management and Business, auditorium	
		703 of the library building, phone: (057) 702-01-46 (2-	
		attps://www.kmib.hneu.edu.ua	
Teaching staff	Myronova Olga Mykolayivna, PhD, Associate Professor		
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Contacts	<u>olga.myronovo</u>	olga.myronova@hneu.net	
Course schedule	Lectures: acco	Lectures: according to the schedule	
	Practical stud	ies: according to the schedule	
Consultations	At the Department of Management and Business, offline,		
		he schedule, individual, PNS chat.	
	Learning objective		
ů ů	-	personal branding and business image	
_	-	ness of their interaction with the external	
	ronment and achieve	. Y	
	ctural and logical sc		
Prerequisites		Postrequsites	
-		-	
-		-	
	Course coi	ntent	
Content module 1. Basics of			
Theme 1. A systemic view of	= = = = = = = = = = = = = = = = = = = =		
Theme 2. Creating a person	_		
Theme 3. Promotion of a pe			
Content module 2. Managen		ge	
Theme 4. Theoretical basis	v		
Theme 5. Technological bas	es for creating a bu	siness image	
Theme 6. Features of busine	ess image managem	ent	

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