



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

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| Specialty | 073 Management | |
| Study Programme | Business Administration | |
| Study cycle (Bachelor, Master, PhD) | the second (master's) level of higher education | |
| 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 studies – 24 hours. Laboratory studies – 0 hours. Self-study – 110 hours. | |
| Assessment system | 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 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. | |
| Learning objectives and skills: | | |
| <i>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</i> | | |
| Structural and logical scheme of the course | | |
| Prerequisites | Postrequisites | |
| - | - | |
| - | - | |
| Course content | | |
| 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 | | |
| Teaching environment (software) | | |
| <i>Multimedia projector, S. Kuznets PNS, Corporate Zoom system</i> | | |



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