

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"

Заступник керівника

(проректор з науково-педагогічної роботи)

М. В. Афанасьєв



ПЕРСОНАЛЬНИЙ БРЕНДІНГ ТА УПРАВЛІННЯ ДІЛОВИМ ІМІДЖЕМ

робоча програма навчальної дисципліни

Галузь знань	Усі
Спеціальність	Усі
Освітній рівень	перший (бакалаврський)
Освітня програма	Усі

Вид дисципліни
Мова викладання, навчання та оцінювання

вибіркова
англійська

Завідувач кафедри менеджменту та бізнесу

Т. І. Лепейко

Харків
ХНЕУ ім. С. Кузнеця
2018

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

PERSONAL BRANDING AND BUSINESS IMAGE MANAGEMENT

syllabus of the educational discipline

Field of knowledge	all
Specialty	all
Educational level	first (bachelor)
Educational program	all

Discipline type	selective
Teaching, learning and assessment language	English

**Kharkiv
Simon Kuznets KhNUE
2018**

APPROVED

at a meeting of Management and Business Department

Minutes № 1 dated 27.08.2018

Compiler:

Myronova Olga Mykolayivna, PhD in Economics, Associated Professor of Management and Business Department

**Letter of renewal and re-approval
of the syllabus of the educational discipline**

Academic year	Date of the meeting of the department - the developer of syllabus	№ of minutes	Signature Head of Department

1. Introduction

Abstract of the educational discipline: The studying discipline “Personal Branding and Business Image Management” will be useful to future managers, economists, marketers, those who are going to engage in entrepreneurship and have their own business.

Today an entrepreneur who does not plan and does not maintain his image, he cannot be effective. Knowledge of the rules of constructing personal branding, the principles of both professional and business ethics will give the entrepreneur a platform for effective interaction with others whose ultimate goal is to increase financial returns and develop partner relationships. Thus, knowledge, skills and abilities in the strategic construction of a powerful image are the key to financial freedom.

Purpose of the discipline: 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.

Course	3	
Semester	5	
Quantity of credits ECTS	5	
Classroom training sessions	Lectures	32
	Лабораторні	32
Independent training		86
Final control	pass	

Structural and logical scheme of studying the discipline:

The previous disciplines	The following disciplines
Management	Self-management

Competence and learning outcomes of the discipline:

Competence	Learning outcomes
Ability to identify optimal concepts for a personal brand for different social roles	knowledge of types of personal brand, features of personal branding for different social roles, individuality and uniqueness of personal brand features
Ability to apply key rules when creating a personal brand	knowledge of the algorithm of creating a personal brand, the basics of visualization of the personal brand, needs in the personal brand
Ability to determine the strategy of promoting a personal brand	knowledge of the most effective means of communicating with the audience, the main resources for promoting a personal brand
Ability to conduct an analysis of the image in various spheres of human activity	knowledge of the components of an individual image; features of the image in various areas of human activity; the main differences of business image
Ability to make a reasonable choice of technology for building a business image	knowledge of the basic technologies of building a business image; verbal and nonverbal means of business interaction
Ability to determine the direction of creating the image of the effect	knowledge of the main methods of creating the image of the effect; major mistakes in building a business image; strategies for forming a business image

2. Syllabus of the educational discipline

Content module 1. Basics of personal branding

Theme 1. A systemic view on a personal brand

The essence of the personal brand. Types of the personal brand: the brand “hand”, the brand “mind”, the brand “heart”. A personal brand for various social roles: a hired employee, an entrepreneur, an official, an expert.

The essence of the basic concepts of the personal brand: target, image, psychological, trend, linguistic, philosophical.

Formation of personal ideology. Formation of a positive first impression. Formation of an ideal image. Disclosure of individuality and unique traits. Determine the audience of a personal brand.

Theme 2. Creating a personal brand

Identifying the need for a personal branding. Determine the target audience. Positioning the brand. Key principles on which a personal brand is created. The main mistakes when creating a personal brand.

Mission development. Creating a legend. Formulation of a slogan. Formation of values, needs and desires, personality traits, archetype. Key rules for creating a personal brand.

Creating a recognizable corporate identity. Choosing the policy to follow in design and creating promotional products. Identifying the parallelism between the visual design of a brand and the image of a person.

Theme 3. Promotion of a personal brand

Drafting an information support plan. Identifying the most effective means of communications with the audience. Creating a personal site, blog and online representations. The choice of information and how it is passed on to the audience. Costs for supporting information resources.

The main resources to promote the brand. Stories. Knowledge, experience, education. Image. Dreams Contacts and connections. The phenomenon of six levels of remoteness. Strategies and networking rules.

Archetypes and brands. Criteria for evaluating brand success. The main mistakes in creating and promoting a personal brand.

Content module 2. Management of business image

Theme 4. Theoretical basis for a business image development

4.1. The essence of the term “image”. Image in history. Socio-psychological nature of an image. Functions of an image. Components of an individual image. Modern communication technologies used to create an image.

4.2. Classification of an image.

Types of an image. The main interpretations of an image and its characteristics. Image in advertising, politics, business, art and other areas of human activity.

Imageology in the system of scientific knowledge. Strategic goals of an image. Image as a component of modern society. The main differences of business image.

Theme 5. Technological bases for creating a business image

Positioning as the main strategy for creating an image. Social effects of image perception. Myths and symbols in imageology. Basic principles and stages of image formation. Modern image creation technologies. Forms and types of communicative

presentations. Public presentation to promote the image.

Influence of a businessman appearance on the business relationship. The appearance of a business person, his portrait characteristics. Verbal image. Non-verbal means of business interaction. Social-role characteristics: reputation, role, legend, mission. Image symbols: name, personal attributes, social symbols and symbols of social prestige. Individual-personal qualities: professionally important qualities, dominant individual characteristics, style of relationships with people, basic values.

Creating a verbal and kinetic image. Language communication. Means of verbal image. Hearing in a person's communication. Feedback in business interaction. Non-verbal means of business interaction. The main channels of non-verbal communication. Tools for writing a communicative presentation.

The visual image of a business person. Effect of a businessman appearance on the business relationship. Features of wardrobe for men and women, strategies for success. The main elements of an effective image of a business person. Techniques for creating a positive visual image.

Theme 6. Features of business image management

Specifics of technology for creating an image in business. Business appearance, business communication and business etiquette. The role of business rhetoric in creating a business image (negotiation technique, the art of business polemics, personal and telephone conversations, etc.). Major mistakes in creating a business image. Formation of a public image of the head of the company. Ingredients of the image. Gender features of the leader's image. Personality and business.

Strategies for creating a business image. A universal image strategy. Target image strategy. Strategy "creative explosion".

Problems of managing the mass consciousness and the behavior of the image-maker. Social mood and social stereotype. Psychology of the transformation of information into thought. The spontaneous and purposeful formation of the image. Techniques for creating an image of an effect. The role of the media in creating an effective image.

3. The order of evaluation of the results of training

The system of evaluation of the developed competencies takes into account the types of lessons, which, according to the syllabus, include lectures, practical classes, and independent training. Assessment of the developed competencies is carried out using a 100-point accumulation system. In accordance with the Provisional Regulations "On the Procedure for Assessing the Results of Students' Learning Based on the Accumulated Bulletin-Rating System" Simon Kuznets KhNEU, control measures include:

current control during the semester during lectures, practical lessons, and is estimated by the sum of the points scored (the maximum amount is 80 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 – 20 points)..

The procedure for carrying out the **current assessment** of students' knowledge. Assessment of student's knowledge during seminars, practical classes and performance of individual tasks is carried out according to the following criteria:

understanding, degree of assimilation of the theory and methodology of the problems under consideration; the degree of assimilation of the actual material of the discipline; acquaintance with the recommended literature, as well as contemporary

literature on the issues; the ability to combine theory with practice when considering production situations, solving tasks, performing calculations in the process of performing individual tasks and tasks submitted for consideration in an audience; logic, structure, style of presentation in written works and speeches in the classroom, the ability to justify their position, implement summarize and draw conclusions; arithmetic correctness of the implementation of an individual and complex settlement task; the ability to conduct a critical and independent assessment of certain problem issues; the ability to explain alternative views and the presence of their own point of view, position on a particular problem issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and validity of conclusions about the problem; independence of work; literacy of presentation; use of comparison methods, generalizations of concepts and phenomena; registration of work.

General criteria on which the evaluation of extracurricular students' independent work are: the depth and strength of the knowledge level of thinking, the ability to organize knowledge on certain topics, the ability to make informed decisions, possession categorical aid, skills and techniques of practical tasks, the ability to find relevant information carry out its systematization and processing, self-realization on practical

A student should be considered certified if the sum of the points obtained on the basis of the final / semester examination is equal to or exceeds 60.

The final score from the academic discipline is calculated taking into account the points obtained during the current control over the accumulation system. The total score in the points for the semester is: "60 and more points are counted", "59 and less points are not counted", and entered in the "Record of success" of the academic discipline.

Distribution of points for weeks

Themes			Lectures	Practical lessons	Tasks by themes	Essay	Presentation	Express-test	Final test	Total
Content module 1.	Theme 1	1 week	1	1						2
		2 week	1	1			5			7
	Theme 2	3 week	1	1						2
		4 week	1	1						2
		5 week	1	1		5				7
	Theme 3	6 week	1	1				6		8
		7 week	1	1						2
		8 week	1	1					10	12
Content module 2	Theme 4	9 week	1	1						2
		10 week	1	1			5			7
	Theme 5	11 week	1	1				6		8
		12 week	1	1						2
		13 week	1	1	5					7
	Theme 6	14 week	1	1						2
		15 week	1	1	5			6		13
		16 week	1	1			5		10	17
Total			16	16	10	5	15	18	20	100

The assessment scale: national and ECTS

The total score	The ECTS assessment scale	The national assessment scale
90 – 100	A	excellent
82 – 89	B	good
74 – 81	C	
64 – 73	D	satisfactory
60 – 63	E	
35 – 59	FX	unsatisfactory
1 – 34	F	

4. Recommended References

Main

1. Седова Л. Н. Основы полемического мастерства : учеб. пособие / Л. Н. Седова; Харьковский национальный экономический университет им. С. Кузнеця. – Х. : ХНЭУ им. С. Кузнеця, 2014. – 319 с.

2. Седова Л. Н. Этика бизнеса : учеб. пособие / Л. Н. Седова; Ч. 1 / Харьковский национальный экономический университет им. С. Кузнеця. – Х. : ХНЭУ им. С. Кузнеця, 2014. – 490 с.

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

Additional

4. Поникаров В. Д., Андрейченко Ж.О. Господарське законодавство. – Харків: ВД "4. Седова Л. Н. Этика бизнеса : учеб. пособие / Л. Н. Седова, Т. И. Лепейко, Е. В. Авраменко, А. С. Сорокина; Ч. 2 / Харьковский национальный экономический университет им. С. Кузнеця. – Х. : ХНЭУ им. С. Кузнеця, 2015. – 455 с.

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