MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

"APPROVED"

Deputy Rector
(vice-rector for scientific and pedagogical work)

Volodymyr YERMACHENKO

Personal branding and business image management

syllabus of the educational discipline

Field of knowledge	***all***
Specialty	***all***
Level of education	***third (educational and scientific)***
Educational programs	***all***

Discipline status	***selective***
Language of instruction, teaching and assessment	***English***

Head of Department
Management and Business Department

Tetyana LEPEYKO

Kharkiv

2020

APPROVED
at the meeting of the *Management and Business department*
Protocol № 6 of November 13, 2020.

Compiled by:
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Sheet of renewal and re-approval
of the academic discipline syllabus

Academic year	Date of the department meeting – developer of syllabus of the academic discipline	Protocol number	Sign of Head of the department

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 applicants' 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.

Characteristics of the educational discipline

Course	2
Semester	3
Quantity of credits ECTS	5
Final control	Pass

Structural and logical scheme of studying the discipline

Prerequisites	Postrequisites
Management	Self-management
Marketing	

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 personal brand types, 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

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
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. 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.

The list of practical (seminar) classes, as well as questions and tasks for independent training is given in the table "Rating-plan of the discipline".

Teaching and learning methods

Achieving the expected learning outcomes is facilitated by the use of the following teaching and learning methods: problem lectures, discussions, work in small groups, individual research work; presentation of research results.

Assessment system of learning outcomes

The system of assessment of the developed competencies takes into account the types of lessons, which, according to the syllabus, include lectures, seminars, practical classes, and independent training. Assessment of the developed competencies is carried out using a 100-point accumulation system.

Control measures include:

current control, during the semester during lectures, practical, seminar classes and is estimated by the amount of points scored (maximal – 40 points);

modular control, in the form of a written test on the initiative of the teacher for the relevant content module and aims at integrated assessment of student learning outcomes after studying the material from the logically completed part of the discipline – content module (maximal – 30 points);

final control, conducted in the form of a test as the total number of points in the discipline (maximum – 100 points), is defined as the sum of points for student performance in the current control, including written tests (modular and final (maximal score – 30 points)). Scores obtained for written tests are added to the scores for current performance. The test is set based on the results of the student's work throughout the semester.

Current control includes assessment of applicant knowledge during lectures, practical classes and individual tasks and is carried out according to the following criteria:

lectures – understanding, degree of mastering the theory and methodology of the problems considered during the discussion of topical issues, the level of activity in discussions (maximal score – 0.5 points depending on the level of applicant activity (10 lectures during the semester));

practical (seminar) classes – the degree of mastering the actual material of the discipline; acquaintance with the recommended literature, and also with the modern literature on the considered questions (it is estimated to 0,5 points for each practical class depending on level of activity of the applicant (10 practical classes during a semester));

defense of practical tasks on topics – the ability to combine theory with practice when considering situations; logic, structure, style of presentation of the material in the audience, the ability to justify their position (maximum score – 3 points (mandatory performance of three practical tasks during the semester)),

essay defense – the ability to generalize information and draw conclusions; ability to conduct critical and independent assessment of certain problematic issues; the ability to explain

alternative views and the presence of their own point of view, position on a particular issue; logic, structuring and validity of conclusions on a specific problem; literacy of material submission (maximum score – 6 points);

express tests – application of analytical approaches; quality and clarity of reasoning; style of presentation of material in written works; independence of work performance; use of methods of comparison, generalization of concepts and phenomena; registration of work (estimated at 5 points (three written works during the semester));

final test – the degree of mastering the actual material of the content module; logic, structure of material presentation; the presence of their own point of view, position on a particular issue. ability to substantiate it; quality and clarity of reasoning (maximum score that a applicant can receive – 30 points (one final test during the semester)).

Independent training includes:

1) study of theoretical material from the previous lecture before each further lecture. It is estimated at 5 points for each lesson (10 during the semester) according to the following criteria: depth and strength of knowledge; level of thinking; ability to systematize knowledge on individual topics; ability to draw sound conclusions; possession of a categorical apparatus;

2) collection, generalization, processing of information necessary for active work in practical classes. It is estimated at 6 points for each lesson (10 during the semester) according to the following criteria: skills and techniques of practical tasks; ability to find the necessary information; to carry out its systematization and processing; self-realization in practical and seminar classes.

Final control (written final test) of applicants' knowledge and competencies in the discipline – is a test of applicant understanding of the program as a whole, the relationship between individual sections, the ability to use accumulated knowledge, the ability to formulate their attitude to the problems of the discipline. It covers the program of the discipline and involves determining the degree of mastery of competencies by applicants, diagnosis of the level of their theoretical training. The maximum grade that a student can receive is 30 points (one final written test during the semester).

The pass is based on the results of the applicant's work during the semester as a general assessment of the discipline, as the accumulation of points, in particular, for active participation in lectures, practical tasks, homework, points for tests, as well as for independent work of the applicant.

The final score in the discipline is calculated on the basis of the points obtained during the exam and 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 passed", "59 and less points are not passed", and entered in the record "Record of success" of the discipline.

The final grade is set according to the scale given in the table "Grade scale: national and ECTS".

Forms of assessment and distribution of points are given in the table "Rating-plan of the educational discipline".

The assessment scale: national and ECTS

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

Rating-plan of the educational discipline

Theme	Forms and types of learning		Forms of assessment	Max points
Theme 1. A systemic view on a personal brand	*Classroom work*			
	Lecture	Lectures 1-2. A systemic view on a personal brand	Work on lecture	1
	Practical class	Practical class №1. Research of personal brand of different social roles	Active work on the practical class	0,5
			Defense of practical task on the topic	3
		Practical class №2. Research of examples of real domestic and foreign brands	Active work on the practical class	0,5
			Express test 1	5
	Independent training			
	Questions and tasks for the Independent training	Performing tasks to understand the concept of personal brand for different social roles	Homework checking	
		Search, selection and review of literary sources on a given topic	Homework checking	
		Preparation for the test		
Theme 2. Creating a personal brand	*Classroom work*			
	Lecture	Lecture 3. Creating a personal brand	Work on lecture	0,5
	Practical class	Practical class №3 on the theme 2. Research of personal brand of different social roles	Active work on the practical class	0,5
			Defense of practical task on the topic	3
	Independent training			
	Questions and tasks for the Independent training	Search, selection and review of literary sources on a given topic	Homework checking	
		Performing tasks for getting awareness of key rules in the creating a personal brand	Homework checking	
Theme 3. Promotion of a personal brand	*Classroom work*			
	Lecture	Lecture 4-5. Promotion of a personal brand	Work on lecture	1
	Practical class	Practical class №4-5. Defining the target audience for personal branding	Active work on the practical class	1
			Written modular test	30

			Independent training	
	Questions and tasks for the Independent training	Search, selection and review of literary sources on a given topic	Homework checking	
		Performing practical tasks for drawing up an information support plan	Homework checking	
Theme 4. Theoretical basis for a business image development			Classroom work	
	Lecture	Lecture 6. Theoretical foundations of business image formation	Work on lecture	0,5
			Express test 2	5
	Practical class	Practical class №6. Study of the history of origin and development of technologies for image creation	Active work on the practical class	0,5
			Independent training	
	Questions and tasks for the Independent training	Search, selection and review of literary sources on a given topic	Homework checking	
		Preparation for the test	Homework checking	
Theme 5. Technological bases for creating a business image			Classroom work	
	Lecture	Lecture 7-8. Technological bases for creating a business image	Work on lecture	1
	Practical class	Practical class №7-8. Defining the target audience for personal branding	Active work on the practical class	1
			Essay defense	6
			Express test 3	5
			Independent training	
	Questions and tasks for the Independent training	Search, selection and review of literary sources on a given topic	Homework checking	
		Preparation for the essay defense	Homework checking	
Theme 6. Features of business image management			Classroom work	
	Lecture	Lecture 9-10. Features of business image management	Work on lecture	1
	Practical class	Practical class №9-10. The choice of media in creating an effective image	Active work on the practical class	1
			Defense of practical task on the topic	3
			Final test	30
			Independent training	
	Questions and tasks for the Independent training	Search, selection and review of literary sources on a given topic	Homework checking	
		Performing practical tasks on choosing the direction of creating the image effect	Homework checking	

Recommended References

Additional

1. 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. Кузнеца. – Х. : ХНЭУ им. С. Кузнеца, 2015. – 455 с.

2. Millman D. Brand Thinking and Other Noble Pursuits / D. Millman, R. Walker. – N.-Y.: Allworth, 2013. – 336 p.

3. Rein I. High Visibility: Transforming Your Personal and Professional Brand / I. Rein, P. Kotler, M. Hamlin. – N.-Y.: McGraw-Hill Education, 2006. – 240 p.

Informational resources

4. Personal branding&business image management_Персональний брендінг та управління діловим іміджем (Вільний майнор для студентів 3 курсу бакалаврського рівня)_Myronova O.M. (Миронова О.М.) [Electronic resource] / Сайт ПНС. – Access mode: https://pns.hneu.edu.ua/course/view.php?id=4107.