



**Syllabus of the academic discipline**  
**«Personal branding and business image management»**

<b>Speciality</b>	<i>All</i>
<b>Education program</b>	<i>All</i>
<b>Educational qualification</b>	<i>first (bachelor)</i>
<b>Type of the discipline</b>	<i>selective</i>
<b>Language of teaching</b>	<i>English</i>
<b>Academic year / Semester</b>	<i>3<sup>rd</sup> academic year, 5<sup>th</sup> Semester</i>
<b>Number of credits ECTS</b>	<i>5</i>
<b>Distribution by types of classes and hours of study</b>	<i>Lectures – 30 hours. Practical (seminars) – 30 hours. Laboratory – 0 hours. Independent training – 90 hours.</i>
<b>Final assessment</b>	<i>Pass</i>
<b>Department</b>	<i>Management and business department S. Kuznets Kharkiv National University of Economics, 61166, Kharkiv, 9a Nauki Ave., Scientific and library building, 7th floor, room 703, mel. +38 (057) 702-01-46 (2-96), <a href="mailto:kaf_mb_hneu@ukr.net">kaf_mb_hneu@ukr.net</a>, <a href="mailto:kafmb2007@gmail.com">kafmb2007@gmail.com</a></i>
<b>Lecturer (s)</b>	<i>Olga Myronova, PhD, Associate professor of Management and Business department</i>
<b>Contacts of lecturer (s)</b>	<i>olga.myronova@hneu.net</i>
<b>Study days</b>	<i>according to the class time-table</i>
<b>Consultations</b>	<i>according to the consultation schedule</i>
<b>The purpose of the discipline</b>	
<i>is 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</i>	
<b>Prerequisites for learning</b>	
<i>Management, Business ethics / Knowledge of business ethics basics; ability to make decisions; knowledge of general and specific managerial functions</i>	
<b>Content of the academic discipline</b>	
<b>Content module 1. Basics of personal branding</b>	
<b>Theme 1. A systemic view on a personal brand</b>	
<b>Theme 2. Creating a personal brand</b>	
<b>Theme 3. Promotion of a personal brand</b>	
<b>Content module 2. Management of business image</b>	
<b>Theme 4. Theoretical basis for a business image development</b>	
<b>Theme 5. Technological bases for creating a business image</b>	
<b>Theme 6. Features of business image management</b>	
<b>Material and technical (software) for discipline support</b>	
<i>Laptop, Power Point MS Office, Multimedia Projector</i>	
<b>Course page on the Moodle platform (personal training system)</b>	<i>Course description, Working plan, Syllabus, Lectures (presentations), Practical (methodical recommendations), Seminars (List of questions), Recommendations for independent training; Homework; Tests, Additional learning materials. <a href="https://pns.hneu.edu.ua/course/view.php?id=4107">https://pns.hneu.edu.ua/course/view.php?id=4107</a></i>



**Recommended reading**

**Main**

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.

**Additional**

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.

**The system of the study results assessment**

Current control during the semester during lectures, practical lessons, and is estimated by the sum of the points scored (the maximum amount is 88 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 – 12 points).

More detailed information is in the Working plan.

**Distribution of points according to the types of study**

Type of studies	Maximal points
Active work on lectures	15
Active work on practical (seminars)	15
Presentation	15
Creative tasks	20
Essay	5
Written tests	18
Final test	12
<b>Total maximal points</b>	<b>100</b>

**Compliance of the ECTS assessment scale to the national assessment scale and S. Kuznets KhNUE scale**

Total score on all type of studies	ECTS assessment scale	Assessment on the national scale	
		for exam, differentiated pass, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	not pass
60 – 63	E	unsatisfactory	
35 – 59	FX		
1 – 34	F		

**Policies of the academic discipline**

*Policy of academic integrity,  
Class omission policy*

*More detailed information on competencies, learning outcomes, teaching methods, forms of assessment, independent training are given in the Syllabus of the academic discipline (<http://www.repository.hneu.edu.ua/handle/123456789/20993>).*