



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

Speciality	<i>All</i>
Education program	<i>All</i>
Educational qualification	<i>third (educational and scientific)</i>
Type of the discipline	<i>Selective</i>
Language of teaching	<i>English</i>
Academic year / Semester	<i>2st academic year, 1st Semester</i>
Number of credits ECTS	<i>5</i>
Distribution by types of classes and hours of study	<i>Lectures – 20 hours. Practical (seminars) – 20 hours. Independent training – 110 hours.</i>
Final assessment	<i>Pass</i>
Department	<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, phone number: +38 (057) 702-01-46 (2-96), kaf_mb_hneu@ukr.net, kafmb2007@gmail.com</i>
Lecturer (s)	<i>Gruzina Inna Anatoliivna, PhD, Associate Professor</i>
Contacts of lecturer (s)	<i>Gruzina I. A.: gruzinaia@gmail.com</i>
Study days	<i>Lectures: due to timetable Practicals: due to timetable</i>
Consultations	<i>At the Management and Business department, off-line; due to timetable of consultations, personal</i>
The purpose of the discipline	
<i>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>	
Prerequisites for learning	
<i>Management; Marketing</i>	
Content of the academic discipline	
Content module 1 <i>Basics of personal branding</i>	
Theme 1. <i>A systemic view on a personal brand.</i>	
Theme 2. <i>Creating a personal brand.</i>	
Theme 3. <i>Promotion of a personal brand.</i>	
Content module 2 <i>Management of business image</i>	
Theme 4. <i>Theoretical basis for a business image development.</i>	
Theme 5 <i>Technological bases for creating a business image.</i>	
Theme 6 <i>Features of business image management.</i>	
Material and technical (software) for discipline support	
<i>Multimedia Projector</i>	
Course page on the Moodle platform (personal training system)	https://pns.hneu.edu.ua/course/view.php?id=7331
The system of the study results assessment	
<i>The system of assessment of the formed competencies takes into account the types of classes, which include lectures and practical classes as well as independent work. Assessment of the formed competencies is carried out according to the accumulative 100-point system.</i>	



Current control, which is carried out during the semester during practical classes is assessed by the sum of points scored. The maximum possible number of points for the current and final control during the semester – 100 and the minimum possible number of points – 60.

Current control includes the following control measures: tasks by topics; current control works; final control works.

More information that is detailed is in the Working plan.

Policies of the academic discipline

The teaching of the discipline is based on the principles of academic integrity. Violations of academic integrity include: academic plagiarism, fabrication, falsification, write-off, deception, bribery, and biased evaluation. For violation of academic integrity, students are brought to the following academic responsibility: re-assessment of the relevant type of educational work

More detailed information on competencies, learning outcomes, teaching methods, forms of assessment, independent training are given in the Syllabus of the academic discipline (<https://pns.hneu.edu.ua/course/view.php?id=7331>).

Syllabus approved at the meeting of Department «30» May 2022. Protocol №16.