



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

<b>Specialty</b>	<i>all</i>
<b>Educational program</b>	<i>all</i>
<b>Level of education</b>	<i>third (educational and scientific)</i>
<b>Discipline status</b>	<i>Selective</i>
<b>Teaching language</b>	<i>English</i>
<b>Course / semester</b>	<i>2<sup>nd</sup> academic year, 3<sup>rd</sup> semester</i>
<b>Number of credits ECTS</b>	<i>5</i>
<b>Distribution by types of trainings and hours of study</b>	<i>Lectures – 20 hours</i>
	<i>Practical studies (seminars) – 20 hours</i>
	<i>Laboratory studies – 0 hours</i>
	<i>Independent training – 110 hours</i>
<b>Form of 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, тел. +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>Teacher (-s)</b>	<i>Olga Myronova, PhD (Economics), Associate professor of Management and Business department</i>
<b>Teacher's contacts</b>	<i>olga.myronova@hneu.net</i>
<b>Days of the classes</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 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</b>	
<b>Prerequisites for learning</b> <i>"Management"; "Marketing" / Knowledge of the essence, basic functions and principles of management and marketing, the ability to collect, process and analyze information from literature sources to form a strategy to promote a personal brand</i>	
<b>Content of the educational discipline</b>	
<b>Content module 1. Basics of personal branding</b>	
<b>Theme 1.</b> A systemic view on a personal brand	
<b>Theme 2.</b> Creating a personal brand	
<b>Theme 3.</b> Promotion of a personal brand	
<b>Content module 2. Management of business image</b>	
<b>Theme 4.</b> Theoretical basis for a business image development	
<b>Theme 5.</b> Technological bases for creating a business image	
<b>Theme 6.</b> Features of business image management	
<b>Material and technical support (software) of the discipline</b> <i>Laptop, Power Point MS Office, Multimedia Projector</i>	
<b>Course page on the Moodle platform (personal training system)</b>	<i>link to a similar course: <a href="https://pns.hneu.edu.ua/enrol/index.php?id=4107">https://pns.hneu.edu.ua/enrol/index.php?id=4107</a> the following materials are posted: technological map, syllabus of the academic discipline, practical tasks, lecture presentations</i>
<b>Recommended literature</b>	
<i>Additional:</i>	





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. Кузнеця. – Х. : ХНЭУ им. С. Кузнеця, 2015. – 455 с.
2. Millman D. Brand Thinking and Other Noble Pursuits / D. Millman, R. Walker. – N.-Y.: Allworth, 2013. – 336 p.

#### Assessment system of learning outcomes

Control measures include: current control is carried out during lectures and practical lessons and is estimated by the sum of the points scored (minimum - 15 points, maximum - 40 points); modular control - a modular tests after studying the material from the logically completed part of the discipline - content module (minimum - 10 points, maximum amount - 30 points); final control is carried out in the form of a pass as the sum of the points scored in the discipline (minimum - 60 points, maximum - 100 points), is defined as the sum of points for the applicants' progress in the current control, including written tests (modular and final (minimum amount - 10 points, maximum amount - 30 points)). The applicant is certified by the results of his work during the semester.

*More detailed information on assessment is given in the technological card of the discipline.*

#### Accumulation of rating points in the discipline

Types of training	Max points
Lecture	5
Practical classes	5
Tasks by themes	9
Express Tests	15
Written Tests (modular and final)	60
Essay	6
<b>Max points</b>	<b>100</b>

#### Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale

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

#### Discipline policies

*Policy of academic integrity,*

*Absenteeism policy,*

*Policy to perform tasks later than the deadline, etc.*

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