

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ



ПЕРСОНАЛЬНИЙ БРЕНДІНГ ТА УПРАВЛІННЯ ДІЛОВИМ ІМІДЖЕМ
робоча програма навчальної дисципліни

Галузь знань **07 «Управління та адміністрування»**
Спеціальність **073 «Менеджмент»**
Освітній рівень **третій (освітньо-науковий)**
Освітньо-наукова програма **«Менеджмент»**

Статус дисципліни **вибіркова**
Мова викладання, навчання та оцінювання **англійська**

Завідувач кафедри
менеджменту та бізнесу

Тетяна ЛЕПЕЙКО

Харків
2022

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS



PERSONAL BRANDING AND BUSINESS IMAGE MANAGEMENT

syllabus of the academic discipline

Field of knowledge	07 Management and administration
Specialty	073 Management
Level of education	third (educational and scientific)
Educational and scientific program	Management

Discipline status	Selective
Language of teaching, studying and assessment	English

Head of Management and
Business Department



Tetyana LEPEYKO

Kharkiv
2022

APPROVED

at the meeting of the Management and Business Department
Protocol № 1 of August 29, 2022.

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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 academic discipline “Personal Branding and Business Image Management” is 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.

The objectives of the discipline are:

to disclose the essence of personal brand and business image in their interconnection;

to analyze the existing methods of personal brand creation;

to analyze the existing methods of personal brand promotion;

to disclose the basic principles of business image management;

to evaluate the impact of personal brand on the entrepreneur's business image.

The subject of the discipline is theoretical and methodological approaches to the personal brand formation and promotion and business image management.

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	

Competences and learning outcomes in 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

The program of the academic 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 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's 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's 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 stereotypes. 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 individual work is given in the table "Rating-plan of the educational discipline".

Teaching and learning methods

In the process of teaching the discipline "Personal Branding and Business Image Management" for the implementation of certain competencies of the educational program and intensification of the educational process at lectures / practical classes the following teaching methods are used: problem lectures (topic 4, 7, 9), discussions (topic 1, 5, 6, 8), work in small groups (topic 2, 3, 6, 8), individual research work (topic 2, 5-7, 9); presentation of research results (topic 2, 5-7, 9).

During lectures and practical classes the following teaching methods are used: explanatory and illustrative, reproductive, problem teaching, partially searching, research methods of teaching.

Assessment system of learning outcomes

S. Kuznets KNEU uses a cumulative (100-point) assessment system.

Assessment is carried out on the following types of control:

current control is carried out during the semester during lectures, practical classes and is estimated by the amount of points scored (maximal – 50 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 – 25 points).

Current control includes the assessment of students' knowledge at practical classes and in the performance of individual assignments.

Practical (seminar, laboratory) classes:

performing the 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 – 5 points (mandatory performance of five practical tasks during the semester)),

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 10 points – for two tests and 5 points for last express test (three express tests during the semester));

modular tests – 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 student can receive – 25 points (one modular test during the semester)).

final tests – the degree of mastering the actual material of the discipline; 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 student can receive – 25 points (one final tests during the semester)).

Independent training includes:

studying the theoretical material from the previous lecture before each subsequent lecture. It is estimated in accordance to the following criteria: 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;

collecting, summarizing, processing information necessary for active work in practical classes. It is estimated in accordance with the following criteria: skills and techniques of practical tasks; the ability to find relevant information and carry out its systematization and processing; self-realization on practical and seminars.

Final control, is the total number of points in the discipline (maximum - 100 points), is determined as the sum of the points for the progress of students on the current control, including final tests (maximal - 25 points). The points received for the final tests are added to the points for the current progress. The test is given according to the results of the student's work during the semester.

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

The total score in points for the semester is: «60 or more points are passed», «59 and less points are failed», and entered in the «Statement of learning achievement» of the academic discipline.

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

Rating-plan of the educational discipline

Theme	Forms and types of learning	Forms of assessment	Max points
1	2	3	4
Content module 1. Basics of personal branding			
Theme 1	<i>Classroom work</i>		
	Lecture 1 on questions: 1. The essence of the personal brand. 2. Types of the personal brand. 3. A personal brand for various social roles. 4. The essence of the basic concepts of the personal brand. 5. Formation of personal ideology. 6. Formation of a positive first impression. 7. Formation of an ideal image. 8. Disclosure of individuality and unique traits. 9. Determine the audience of a personal brand.	Active work	
	Practical class 1. Research of personal brand of different social roles	Performing the practical task	5
	<i>Independent training</i>		
	Study of lecture material, preparation for practical class		

Theme 2	<i>Classroom work</i>		
	Lectures 2, 3 on questions: 1. Identifying the need for personal branding. 2. Positioning the brand. 3. Key principles on which a personal brand is created. 4. Formation of values, needs and desires, personality traits, archetype. 5. Key rules for creating a personal brand. 6. Identifying the parallelism between the visual design of a brand and the image of a person.	Active work	
	Practical class 2. Solving theoretical tasks on the study of the history of brand-story formation Practical class 3. Solving practical tasks of creating your own brand-story	Performing the practical task	5
		Express tests	10
	<i>Independent training</i>		
Study of lecture material, preparation for practical class			
Theme 3	<i>Classroom work</i>		
	Lectures 4, 5 on questions: 1. Drafting an information support plan. 2. Identifying the most effective means of communications with the audience. 3. The main resources to promote the brand. 4. Image. 5. Criteria for evaluating brand success. 6. The main mistakes in creating and promoting a personal brand.	Active work	
	Practical classes 4, 5. Solving practical tasks of personal brand promotion	Performing the practical task	5
		Written modular test	25
	<i>Independent training</i>		
Study of lecture material, preparation for practical class			
Content module 2. Management of business image			
Theme 4	<i>Classroom work</i>		
	Lectures 6, 7 on questions: 1. The essence of the term “image”. 2. Functions of an image. 3. Components of an individual image. 4. Modern communication technologies used to create an image. 5. Classification of an image. 6. The main interpretations of an image and its characteristics. 7. Image in advertising, politics, business, art and other areas of human activity. 8. Imageology in the system of scientific knowledge. 9. Strategic goals of an image. 10. The main differences of business image.	Active work	

	Practical classes 6, 7. Solving practical tasks to determine the features of creating a business image	Performing the practical task	5
		Express tests	10
	<i>Independent training</i>		
	Study of lecture material, preparation for practical class		
	<i>Classroom work</i>		
Theme 5	Lecture 8 on questions: 1. Positioning as the main strategy for creating an image. 5.2. Social effects of image perception. Myths and symbols in imagology. 3. Basic principles and stages of image formation. 4. Modern image creation technologies. 5. Forms and types of communicative presentations. Public presentation to promote the image. 6. Verbal image. Non-verbal means of business interaction. 7. Social-role characteristics: reputation, role, legend, mission. Image symbols: name, personal attributes social symbols and symbols of social prestige. 8. Individual-personal qualities: professionally important qualities, dominant individual characteristics, style of relationships with people, basic values. 9. Feedback in business interaction. 10. The main elements of an effective image of a business person. 11. Techniques for creating a positive visual image.	Active work	
	Practical class 8. Solving practical tasks of using modern technologies to create an effective image	Express tests	5
	<i>Independent training</i>		
	Study of lecture material, preparation for practical class		
	<i>Classroom work</i>		
Theme 6	Lectures 9, 10 on questions: 1. Specifics of technology for creating an image in business. 2. Business appearance, business communication and business etiquette. 3. The role of business rhetoric in creating a business image (negotiation technique, the art of business polemics, personal and telephone conversations, etc.). 4. Major mistakes in creating a business image. 5. Formation of a public image of the head of the company. Ingredients of the image. 6. Strategies for creating a business image. 7. Problems of managing the mass consciousness and the behavior of the image-maker. 8. Social mood and social stereotypes. 9. Psychology of the transformation of information into thought. 10. Techniques for creating an image of an effect. 11. The role of the media in creating an effective image.	Active work	

	Practical classes 9, 10. Solving practical tasks to determine the main features of an effective image	Performing the practical task	5
		Written modular test	25
<i>Independent training</i>			
	Study of lecture material, preparation for practical class		

Recommended References

Main

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Additional

2. Барна Н. В. Іміджологія: Навч. посіб. для дистанційного навчання / За наук. ред. В. М. Бебика. – К.: Університет «Україна», 2018. – 217 с.

3. Rein I. High Visibility: Transforming Your Personal and Professional Brand / I. Rein, P. Kotler, M. Hamlin, M. Stoller. – N.-Y.: McGraw-Hill Education, 2017. – 384 p.

Montoya P. The Brand called you / P. Montoya, M. Vandehey. – N.-Y.: McGraw-Hill Education, 2019. – 276 p.

Informational resources

4. Personal branding and business image management. Education program 073 Management. Academic year 2 (PhD students) Gruzina I., Mironova O. [Electronic resource] / Сайт ПНС. – Access mode: <https://pns.hneu.edu.ua/course/view.php?id=8922> .