

**PJSC 'Higher Educational Institution
'Interregional Academy of Personnel Management''**



МАУП

**SYLLABUS OF THE ACADEMIC DISCIPLINE
'Self-Brand Management'**

Speciality: D3 Management
Educational level: first (bachelor's) level
Study programme: Management

General information about the academic discipline

Name of the academic course	Self-Brand Management
Code and name of the speciality	D3 'Management'
Level of higher education	first (bachelor's) level of Higher Education
Status of the discipline	Optional
Number of credits and hours	3 credits / 90 hours Lectures: 20 Seminar classes: 14 Independent work of students: 56
Terms of study of the discipline	semester
Language of instruction	Ukrainian
Type of final assessment	Credit
Page of the discipline on the website	https://ks.maup.com.ua/en/pro-nas/akredytacija/akredytacij-a-menedzhment-2026

General information about the lecturer. Contact information

**Course
annotation.**
The

Name, surname	
Scientific degree	
Academic title	
Position	
Disciplines taught by NPP	
Areas of scientific research	
Links to identifier registers for scientists	https://scholar.google.com/citations?user=Vdvg5GgAAAAA =ru https://orcid.org/0000-0002-1651-9750
Contact information of the lecturer :	
E-mail:	
Contact phone number	
The teacher's portfolio on the website of the department /Institute /Academy	

«Self-Brand-Management» course is aimed at developing students' knowledge and practical skills in managing their own professional image, personal brand and reputation in today's business environment. The course examines personal brand development strategies, communication and marketing tools for self-presentation, building a professional portfolio, as well as digital channels and social networks as means of promoting your own brand.

Special attention is paid to the development of self-awareness, the definition of value and professional priorities, effective interaction with the audience, the management of reputational risks and the construction of long-term career strategies. The course combines theoretical knowledge with practical cases, exercises and project work, contributing to the formation of a competitive and recognizable professional image.

The subject of the course is the processes, methods and tools of formation, promotion and management of personal brand and professional reputation, as well as the development of communication, marketing and digital competencies for effective self-presentation and building career success.

The purpose of the course «Self-Brand Management» is to master theoretical knowledge and practical skills in matters of personal development of the manager; formation of students' individual characteristics and behavioral skills that are necessary for the future manager; development of future managers' skills in organizing personal work.

The advantages of studying the course «Self-Brand Management» are theoretical and practical training of students on the following issues: – determination of personal values and goals of the manager; – self-development management; – development of effective management skills; – organization of management activities of managers of various levels; – application of modern principles and directions of scientific organization of manager's activities; – use of time as a resource.

The tasks of the course: to form theoretical knowledge of the essence of a personal brand and the principles of its management in students; teach to develop strategies for building and promoting one's own professional image; develop self-presentation, communication and effective use of digital channels and social networks; to form the ability to assess and manage reputational risks, build long-term career strategies; to promote the development of self-awareness, value priorities and competitiveness in the labor market.

Prerequisites of the course. The study of the academic discipline «Self-Brand Management» is based on the knowledge and skills acquired by students at the bachelor's level. Namely: Management, Enterprise Economics, Economic Psychology, Psychology.

Post-requisites of the course. Acquired knowledge and skills during the study of the discipline are the basis for further mastery and development of the following academic disciplines and professional competencies: personal and professional development; strategic career management; entrepreneurship and startup management; digital marketing and brand promotion; reputation management and communications in business; innovation management and innovative projects; effective self-presentation and public speeches.

The competences acquired are also applied in the course of practice, coursework and qualification work, as well as in professional activities to build your own brand and career growth.

The educational discipline ensures the formation of general and special competencies by students and the acquisition of learning results determined by the educational and professional program «Management», namely:

General competences	GC 8. Skills in the use of information and communication technologies. GC 11. 3 Ability to adapt and act in a new situation. GC 12. Ability to generate new ideas (creativity)
Special competences	SC 8. Ability to plan organizational activities and manage time. SC 14. Understand the principles of psychology and use them in professional activities. SK 15. Ability to form and demonstrate leadership qualities and behavioral skills.
Learning outcomes	LO 3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership. LO 9. Demonstrate interaction, leadership, teamwork skills. LO 11. Demonstrate the skills of situation analysis and communication in various spheres of the organization's activity. LO 14. Identify the causes of stress, adapt yourself and team members to a stressful situation, find means to neutralize it

Content of the academic discipline (full-time education)

№	Topic name	Number of hours, of which:			Teaching methods/ assessment methods
		Lectures	Seminar/ Practical classes	Lectures	
CONTENT MODULE 1. SOCIO-PSYCHOLOGICAL PRINCIPLES OF SELF-BRAND MANAGEMENT					Teaching methods: 1. Lectures, during which the main theoretical concepts and principles of organizational design are revealed using presentations and other visual means for better assimilation of the material. 2. Group and individual tasks for the analysis of real economic situations, enterprises and organizations that contribute to the development of teamwork and cooperation skills and teach how to apply the acquired knowledge in practical situations. 3. Cases - a detailed analysis of real business situations that require creative thinking and decision-making. The teacher uses cases from various fields of business, where students should be given answers to the questions before the case and/or complete the relevant tasks. 4. Use of technologies such as online courses, informal business courses promoting support for learning. They allow students to have access to materials at any time, complete tasks and deepen their knowledge. During training sessions, traditional and interactive learning methods are used: –lecture-visualization; – problem lecture;– seminar-discussion; –
Topic 1.	Life management and career planning	2	2	5	
Topic 2.	Emotional leadership and psychology of influence	2	2	5	
Topic 3.	Formation of qualities of an effective manager	2	2	6	
Topic 4.	Time management and achievement of goals in a professional environment	2		6	
Topic 5.	Social interactions and the psychology of influence in Self-Brand Management	2	2	6	
Topic 6.	Psychology of influence and reputation management in a professional environment	2		6	
CONTENT MODULE 2. EXTERNAL COMPONENTS OF AN EFFECTIVE SELF-BRAND MANAGEMENT STRATEGY					
Topic 7.	Individual image and reputation management	2	2	6	
Topic 8.	Technology of performances and business presentations	2	2	5	
Topic 9.	Tactics and strategies of conducting business negotiations	2		6	
Topic 10.	Stress resistance and conflict management	2	2	5	

					seminar-dialogue; – performance of individual research tasks; – analysis and solution of situational professional tasks (Case study); – work in groups; – project activity using multimedia; – business games; – distance learning using relevant online platforms Assessment methods: oral control (oral survey, evaluation of participation in discussions, other interactive learning methods); written control (control, independent works, analytical tasks, essays); test control (closed form tests: test alternative, test compliance, data and model analysis tasks); self-control and self-assessment method; assessment of case tasks; assessment of project and laboratory works (simulation of economic processes, forecasting).
Modular test					
Total:		20	14	56	
Form of assessment: credit					

Technical facilities and/or software. In the educational process, classrooms, a library, a multimedia projector and a computer are used to conduct lecture and seminar classes with elements of the presentation. Studying certain topics and performing practical tasks requires access to information from the worldwide Internet, which is provided by a free Wi-Fi network.

Forms of control methods.

Control of the success of education seekers is divided into current and final (semester).

Current control is carried out during practical and seminar classes. Its purpose is systematic verification:

- understanding and assimilation of the theoretical foundations of economic processes;
- ability to apply knowledge to build models and analyze economic data;
- skills in diagnosis and forecasting of economic processes;
- use of specialized software for modeling and processing statistical data.

Forms of student participation in the educational process, which are subject to current control:

- speeches and presentations on the analysis of economic processes;
- oral reports on the analysis of economic cases;
- addendum, questions to who answers;
- systematic work in seminar classes and activity during discussions;

- participation in discussions, brainstorming, interactive forms of classes;
- analysis of economic data, statistical indicators, economic and mathematical models;
- written assignments (control papers, test papers, analytical and abstract papers);
- preparation of notes, theses, analytical notes;
- independent study of discipline topics and lecture materials.

Current control methods:

- oral control (survey, conversation, report, message);
- written control (control work, analytical report, abstract, performance of tasks for building models or processing statistics);
- combined control (oral and written combination to assess understanding and practical skills);
- presentation of independent work or case analysis;
- observation of activity and participation in practical classes;
- test control (closed and open tasks, analysis of graphs and models);
- work with problem situations (analytical cases, scenario modeling of economic processes).

Assessment system and requirements.

Table of distribution of points received by students of higher education*

1st semester

Topics	Ongoing knowledge assessment										Final control		Total number of points
											Modular control work	Credit **	
	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	20	20*	100
Work in a seminar class	3	3	3	3	3	3	3	3	3	3			
Independent work	3	3	3	3	3	3	3	3	3	3			

*The table contains information about the maximum points for each type of academic work of a higher education applicant.

When assessing the mastery of each topic for the current academic activity, applicants are given grades based on the approved assessment criteria for the relevant discipline.

The criteria for assessing the learning outcomes of students and the distribution of points they receive are regulated by the Regulations on the Assessment of Academic Achievement of Higher Education Students at PJSC 'Higher Educational Institution 'MAUP'.

Modular control is carried out in the last class of the module in written form, in the form of a test.

Criteria for assessing the modular test in the academic discipline 'Management diagnostics':

When assessing the modular test, the volume and correctness of the tasks are taken into account:

- a grade of 'excellent' (A) is given for the correct completion of all tasks (or more than 90% of all tasks);
- a 'good' (B) grade is given for completing 80% of all tasks;

- a 'good' (C) grade is given for completing 70% of all tasks;
- a 'satisfactory' (D) grade is given for correctly completing 60% of the proposed tasks;
- A grade of 'satisfactory' (E) is given for the correct completion of more than 50% of the proposed tasks.

- A grade of 'unsatisfactory' (FX) is given for the completion of less than 50% of the tasks.

Failure to attend the module test results in 0 points.

The above grades are converted into rating points as follows:

«A» - 18-20 points;

«B» - 16-17 points;

«C» - 14-15 points;

«D» - 12-13 points.

«E» - 10-11 points;

«FX» - less than 10 points.

Final Semester Assessment

The final semester assessment in the course "Management diagnostics" is a mandatory component of evaluating students' learning outcomes. It is conducted within the timeframe established by the academic calendar and covers the full scope of material defined by the course syllabus.

The final assessment is conducted in the form of a test. Only students who have completed all required coursework and assessment tasks are admitted to the final semester assessment.

The final grade is determined based on the student's academic performance throughout the semester. It consists of:

- points accumulated through continuous assessment;
- incentive (bonus) points awarded in accordance with institutional regulations.

Students who have completed all required tasks and obtained 60 points or higher receive the corresponding final grade without additional testing.

Students who have completed all required tasks but obtained fewer than 60 points, as well as those wishing to improve their grade, are required to complete a final test administered during the last scheduled class of the semester.

Assessment of Additional (Individual) Learning Activities

Additional (individual) learning activities include participation in: scientific conferences; student research groups and academic clubs; problem-focused research groups; preparation of academic publications; national academic Olympiads and competitions; international competitions and other scholarly activities exceeding the requirements of the course syllabus.

By decision of the department, students who actively participate in research activities or complete additional individual academic tasks may be awarded incentive (bonus) points for the respective educational component.

Assessment of Independent Study

The total number of points obtained for independent study constitutes an integral component of the overall academic performance in the course.

Independent work for each topic, in accordance with the course syllabus, is assessed within a range of 0 to 3 points, based on standardized and generalised assessment criteria evaluating the level of knowledge acquisition and analytical competence.

Assessment scale for independent work (individual assignments) assessment criteria.

Maximum possible grade for independent work (individual assignments)	Level of implementation			
	Excellent	Good	Satisfactory	Unsatisfactory
3	3	2	1	0

Assessment forms include: ongoing assessment of practical work; ongoing assessment of knowledge acquisition based on oral answers, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects requiring the development of practical skills and competences (optional format); solving situational tasks; preparing summaries of independently studied topics; testing or written exams; preparing draft articles, conference abstracts and other publications; other forms that ensure comprehensive mastery of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activity at a high level.

To assess the learning outcomes of higher education students during the semester, a 100-point, national and ECTS assessment scale is used

Final assessment scale: national and ECTS

Total points for all types of educational activities	ECTS rating	Assessment on a national scale	
		for exams, course projects (assignments), practical training	for credit
90 – 100	A	excellent	passed
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactory	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of retaking the exam	Failed with the possibility of retaking the exam
0 – 34	F	unsatisfactory with mandatory retaking of the course	Failed with mandatory retaking of the course

Course policy.

To successfully master the course «Self-Brand management», the student of education has to:

- regularly attend lectures and practical classes;
- systematically, systematically and actively work in lectures and practical classes;
- practice missed classes or unsatisfactory grades obtained in classes;
- to perform in full the tasks required to be prepared by the teacher, their proper quality;
- perform control and other independent work;
- adhere to the norms of academic behavior and ethics.

The course «Self-Brand management» involves the assimilation and observance of the principles of ethics and academic integrity, in particular, the focus on preventing plagiarism in any of its manifestations: all works, reports, essays, essays and presentations must be original and author's, not overburdened with quotes, which must be accompanied by references to primary sources. Violations of academic integrity are considered: academic plagiarism, self-plagiarism, fabrication, falsification, write-off, deception, bribery, biased assessment.

Recommended sources of information.

Basic literature:

. Andryushchenko K. A. Theoretical aspects of self-management: conditions of emergence and development. Effective economy. 2024. № 7. S. 53-60.

2. Byba VA. Theoretical principles of the development of self-management of the organization. Economy and the state. 2021. № 2. S. 58-61. URL: http://www.economy.in.ua/pdf/2_2021/12.pdf
3. Bunyak N.M., Cherchyk L.M., Milko I.P. B-91 Self-management: a study guide. Lutsk: Volyn National University named after Lesya Ukrainka. 2023. 221 p.
4. Lugova V. M., Golubev S. M. Basics of self-management and leadership : education. manual. Kharkiv: Khneu named after. S. Kuznetsia, 2019. 212 p.
5. Luste O.O., Antokhov A.A., Klevchik L.L. Socio-psychological factors of the effectiveness of the organization's management system. Economic space. 2022, № 180. S. 134 – 138. <http://www.prostir.pdaba.dp.ua/index.php/journal/article/view/1125/1084>
6. Luste O.O., Gruntkovskiy V.Yu. Entrepreneurship culture as a factor of strategic socio-economic changes. Scientific notes of the Tavri Vernadskyi National University Series: Economics and management. 2022, Volume 33 (72), № 2. S. 1-8. http://econ.vernadskyjournals.in.ua/journals/2022/33_72_2/3.pdf
7. Ratushniak O. G., Lyalyuk O. G. Self-management: education. pos. Vinnytsia: VNTU, 2021. 170 p.
8. Self-management: education. manual. /Compiler: Z.M. Shilnikova. Starobilsk: Publishing House of Taras Shevchenko LNU «, 2022. 224 p.
9. Self-management: study guide /G.Z. Leskiv, G.Ya. Levkiv, M.M. Blihar, V. IN. Gobela, O. P. Podra, G. IN. Blacksmith. Lviv: Lviv State University of Internal Affairs, 2021. 280 p.

Additional

1. L. M. Cherchyk. Personnel development management and self-management technology: a training manual. Lutsk: Volyn National University named after Lesya Ukrainka. 2022. 269 p.
2. Ratushnyak O. G., Lyalyuk O. G., Podolyanchuk K. IN. Analysis of the use of time management methods by modern youth. Bulletin of Khmelnytskyi National University. Economic sciences. 2019. № 2. S. 68-72. 13.
3. Luste O.O., Kyfyak V.I., Emotional intelligence as a tool for managing business teams in conditions of fluctuations. Science and technology today. 2023, № 1(15). S. 47-61. <http://perspectives.pp.ua/index.php/nts/article/view/3509/3529>
4. Lyubchenko N. IN. Soft skills and hard skills of the head of the general secondary education institution in the context of the competence approach in the postgraduate education of managers. Bulletin of postgraduate education. Pedagogical sciences. 2022. Vol. 22 (51). S. 41–68.
5. Luste O.O. Organizational culture in the system of enterprise's strategy. Progressive research in the modern world. Proceedings of the 4th International scientific and practical conference. BoScience Publisher. Boston, USA. 2022. Pp. 629-638. <https://sci-conf.com.ua/wp-content/uploads/2022/12/PROGRESSIVE-RESEARCH-IN-THE-MODERN-WORLD-28-30.12.22.pdf>
6. Luste O.O. Psychological determinants of the implementation of innovative approaches to the management of socio-economic systems/Economic and managerial potential of the economy: monograph /in general. ed. Z.I. Galushki. Chernivtsi: Chernivtsi. national University named after. YU. Fedkovycha, 2020. 408 p. (S. 186-206). <http://archer.chnu.edu.ua/xmlui/handle/123456789/3100>
7. Blihar V., Veresklyia M., Mykhalitska N. Office management: teaching-method. manual. Lviv : Lviv State University of Internal Affairs, 2021. 348 p.
8. Bocharova N.A., Fedotova I.V. Time management in corporate project management. Economy of the transport complex. 2023. № 41.

9. Ivanov S. M. Analysis of the advantages of using SMART technologies in the economy. Economy and the state. 2019. № 7, P. 35-38.
10. Karpenko O. V. Perfectionism as a problem of personality psychology. Legal Bulletin of the University «KROC». 2019. № 34. S. 144–150. URL: <https://lbku.krok.edu.ua/index.php/krok-university-law-journal/article/view/208>
11. Lipchanskyi V.O., Tsarenko I.O., Pitel N.S. Business ethics as a type of professional ethics in the context of social responsibility of entrepreneurs and management personnel. Entrepreneurship and innovation. 2020. Issue 15. S. 52-58. DOI: <https://doi.org/10.37320/2415-3583/15>.