

Module designation	Elective 4: Personal Branding Techniques
Semester(s) in which the module is taught	6 th semester
Person responsible for the module	Dr. Sidik Awaludin, M.Kep., Ns., Sp.Kep.MB
Language	Bahasa Indonesia/ English
Relation to curriculum	Elective
Teaching methods	In this course, student will participate in a range of teaching and learning strategies, including: <ol style="list-style-type: none"> 1. Lecture and Discussion 2. Partisipation 3. Case-based learning 4. Project-based learning
Workload (incl.contact hours, self-study hours)	Total contact hours of scheduled learning activities: <ol style="list-style-type: none"> 1. In class session: 100 minutes/weeks for 16 weeks or 26.67 /semester 2. Self-study hours: 120 minutes/weeks or 32 hours/semester 3. Assignment: 120 minutes/week for 16 weeks or 32 hours/semester
Credit points	2 credit points (2-0)/ 3,63 ECTS
Required and recommended prerequisites for joining the module	None
Module objectives/intended learning outcomes	Upon completion of this course, students will be able to: <ol style="list-style-type: none"> 1. ILO1 (A) Show devotion to God Almighty, demonstrate a professional attitude, apply ethical principles, and have legal and cultural perspectives in nursing based on the values of honesty, caring, and persistence in performing duties in the field of nursing; CLO 1: Show respect for others and responsible to work independently. 2. ILO2 (K) Master the application of nursing science and general skills in nursing ; CLO 2: Know the concept of personal branding 3. ILO 4 (S2): Develop and improve continuous professional skills in nursing; CLO3: Simulate personal

	branding as a prospective nurse in providing nursing care
Content	<p>Content will include:</p> <ol style="list-style-type: none"> 1. The concept of personal branding 2. Role and function of nurse to improve personal branding 3. Personal branding simulation in providing nursing care
Examination forms	<ol style="list-style-type: none"> 1. Paper 2. Presentation 3. Participation 4. Role play performance 5. One best answer (mid exam) 6. One best answer (final exam)
Study and examination requirements	<p>Examination requirements:</p> <ol style="list-style-type: none"> 1. Student must attend, at a minimum, 75% of face-to-face or synchronous online class meetings 2. Student must submit all assignments before the deadline 3. Student must attend the exam
Reading list	<ol style="list-style-type: none"> 1. Frédéric Harper. (2015). <i>Success in Programming: How to Gain Recognition, Power, and Influence through Personal Branding</i> .Apress 2. Cynthia Johnson (2019). <i>Platform: The Art and Science of Personal Branding</i> .Lorena Jones Books 3. Stavros Papakonstantinidis (2018). <i>Tell Me About Yourself: Personal Branding and Social Media Recruiting in the Brave New Online World</i> .Business Expert Press 4. Wioleta Kucharska (2022). <i>Personal Branding in the Knowledge Economy The Interrelationship between Corporate and Employee Brands</i> .Routledge