Module designation	Elective 4: Personal Branding Techniques
Semester(s) in which the module is taught	6th 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: 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: 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: 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	Content will include: 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	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	Examination requirements: 1. Student must attend, at a minium, 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	1. Frédéric Harper. (2015).*Success in Programming: How to Gain Recognition, Power, and Influence through Personal Branding* .Apress 2. Cynthia Johnson (2019). *Platform: The Art and Science of Personal Branding* .Lorena Jones Books 3. Stavros Papakonstantinidis (2018). *Tell Me About Yourself: Personal Branding and Social Media Recruiting in the Brave New Online World* .Business Expert Press 4. Wioleta Kucharska (2022). *Personal Branding in the Knowledge Economy The Interrelationship between Corporate and Employee Brands* .Routledge