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| **Module card** |
| I. GENERAL INFORMATION |
| **WITELON COLLEGIUM STATE UNIVERSITY****DEPARTMENT OF SOCIAL SCIENCES AND HUMANITIES** |
| **Field** | Administration |
| **Module title** | Personal branding |
| **Language of lecture** | english |
| **ECTS points** | 2 |
| **Preliminary conditions:** | none |
| II. Education aims |
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| 1. Understanding the conditions for effective management of own career and building own brand
2. Knowing how to manage your own image.
3. Initiating self-develpoment through the transfer of knowledge and ways of using it in terms of social impat, self – presentation techniques and interpersonal attractivness
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| III. Education outcomes |
| **Knowledge:****Student knows the processes of interpersonal and social communications and knows how to apply tchem in creating a personal profesional image.****Skills:****Student uses skillfully techniques of presentations to create own positive image.****Social competitions:****Is ready to use uniwersal principles and ethical standards in profesional activity.** |
| IV. EDUCATIONAL METHODS |
| **Assesment method: Assesment method:** **1. Teaching methods: problem lecture, seminar lecture, brainstorming, discussion.****2. Teaching tools: multimedia presentations, source texts, press articles, the Internet, multimedia projectors.** |
| **Student workload:** |
| V. MODULE TYPE AND CONTENTS |
| Personal branding - genesis, definition, application in practice. The identity of the individual and its image. Career and image management. Diagnosing the potential of an individual personality (E. Schein's motivational anchors and other diagnostic tools). Building your own brand - stages. The role and components of interpersonal communication co-creating the image of an individual. Non-verbal communication. Dress code. Strategies and techniques of self-presentation. Interpersonal attractiveness. Self-presentation traps. Toxic images. Techniques of social influence and building personal credibility. Stress and burnout. Techniques of caring for mental and mental well-being. The role of ethics in branding. Social responsibility and personal brand. Theory of communication by Federic Laloux – colors in communication in businness. Symbolism of colors in image. |
| VII. ECTS POINT BALANCE SHEET - STUDENT'S WORKLOAD |
| **Category** | **Student’s workload** |
| ***Contact hours*** | 30 |
| Participation in lectures | 30 |
| Participation in classes, workshops |  |
| Exam |  |
| ***Independent student’s work*** | 20 |
| Preparation for the lecture |  |
| Preparation for the classes, workshops |  |
| Preparation for the test |  |
| Preparation for the exam | 20 |
| Preparing the project |  |
| Preparing multimedia presentation |  |
| ***Total numer of hours*** | 50 |
| ***ECTS points***  | 2 |
| VIII. Recommended literature |
| 1. Wojciszke B., Doliński D, (2010). *Psychologia społeczna*: W Strelau J., Doliński D. (red.).Psychologia Akademicka. T. II. Gdańsk: GWP.2. Leary, M. R. (2007). *Wywieranie wrażenia na innych, o sztuce autoprezentacji.* Gdańsk: GWP.3. Schawbel, D. (2012). *Personal branding 2.0. Cztery kroki do zbudowania osobistej marki,* Gliwice: Onepress. |
| F. Laloux, (2014) Reinventing organizations[A guide to creating **organizations**inspired by the next stage in human consciousness](https://cds.cern.ch/record/2110634), Nelson Parker, Brussels. |