

Program: Bachelor of Management Studies (2024-25)				Semester: II			
Course: Personal Branding				Code:			
Teaching Scheme				Evaluation Scheme			
Lectures	Practical	Tutorial	Credits	Theory		Practical	
				Internal	External	Internal	External
30	Nil	Nil	02	20	30	Nil	Nil
Internal Component							
Class Test			Assignments			Class Participation	
10			10			Nil	
Learning Objectives							
<ul style="list-style-type: none"> • To understand the fundamental concepts of Personal Branding • To identify and analyze Personal Branding and its elements • To compare between effective and ineffective techniques of Personal Branding • To create a plan for effective Personal Branding 							
Learning Outcomes							
<ul style="list-style-type: none"> • The learner will be able to describe key issues in building personal brand • The learner will be able to examine the actual vs potential personal branding • The learner will be able to analyze techniques of shaping a personal brand • The learner will be able to create a branding statement using various tools. 							
Pedagogy							
<ul style="list-style-type: none"> • Lecture, Audio-visual, Research Papers, Case Studies, Simulations, Assignments, Project work, Group Discussions. 							

Module	Module Content	Module wise Pedagogy Used	Duration of Module
I	<p><u>Introduction to Personal Branding</u></p> <p>1.1 Brand Management- Concept, Brand Vs Products, what can be branded? Challenges of brands, Brand knowledge, Brand Positioning, Brand Mantra, Brand identity vs Brand image</p> <p>1.2 Personal Branding- Concept, history, Goals of personal branding, Personal branding in contemporary marketing, identifying your target audience, Positioning for competitive advantage, marketing personal brands, monetizing personal brands</p> <p>1.3 Impression Management- Concept, understanding first impressions among individuals, elements of first impressions, Factors affecting first impressions, Impression Management and Personal Branding</p>	Lecture, Audio-visual, Research Papers, Case Studies, Simulations, Assignments, Project work, Group Discussions.	15 lectures
II	<p><u>Techniques for shaping a Personal Brand</u></p> <p>2.1 Visual Brand Analysis- Meaning, Elements</p> <p>2.2 Introducing yourself- Self-awareness (Johari window) and developing different soft-skills</p> <p>2.3 Story Telling- Concepts, techniques</p> <p>2.4 Building your network and narrative- concept, techniques for building a network, techniques for creating a personal narrative (personal brand statement)</p> <p>2.5 Managing Reputation- Concept, visibility and impressions, reputation and trust, crisis communication, building online trust</p> <p>2.6 Managing personal brand equity- authenticity vs personal branding, brand snapshot, measuring personal brand value</p>	Lecture, Audio-visual, Research Papers, Case Studies, Simulations, Assignments, Project work, Group Discussions.	15 lectures

Reference Books:

1. Personal Brand Management, Marketing Human Value, 2020, Tayalla Waller- Springer
2. Strategic Brand Management, Fifth Edition, Kevin Lane Keller, Vanitha Swaminathan, 2020-Pearson.

Total Marks allotted: 50 marks

a) Details of Continuous Assessment (CA)

40% of the total marks per course.

Marks allotted for CA is **20 marks**.

Breakup of the 20 Marks is as follows:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Internal class test (online or offline) MCQs/Explain the concepts/Answer in brief/Case study or application based questions.	10 marks
Component 2 (CA-2)	Presentations/Project Work/ Viva-Voce/ Book Review/ Field visit & its presentations/ Documentary filming/ Assignments/ Group Discussions Etc.	10 marks

b) Details of Semester End Examination (SEE)

60% of the total marks per course.

Marks allotted for SEE is **30 Marks**.

Duration of examination will be **One Hour**.

QUESTION PAPER FORMAT

All Questions are compulsory

Q. No.	Particulars	Marks
Q.1.	A) Answer in brief OR B) Answer in brief	8
Q.2.	A) Answer in brief OR B) Answer in brief	8
Q.3.	A) Answer in brief OR B) Answer in brief	8
Q.4.	Case study/application based questions	6

Signature
(Program Chairperson & Vice Principal)

Signature
(Principal)