LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:**	KOM04
Subject Title	**:**	Professional Studies & Personal Branding : Business Ethics & Manners
Subject Specification	**:**	For students in Communication Faculty

Subject Overview **:** This course should support students creating an understanding personal branding strategies, demonstrate the advantages and disadvantages of using different social media platforms. Build-up an ecosystem of social media platforms supporting a brand building process, help students to feed, grow, automate and analyze social media activities, and apply these ideas and principles to a personal brand. Business Ethics studies moral dilemmas and problems that arise in business and considers the defensible ways to apply ethical principles and standards to business. Ethics is also about good and bad, and about how best to live meaningful lives, so the course will also raise larger social and individual questions about the role of a business life in human life. The course hopes to develop and deepen the student's understanding of our moral obligations to each other, the importance of moral character in business, and the good the business promises to bring to society

Course Objectives **:**

1. Develop an understanding of personal branding concepts, principles, and strategies for building and managing an effective personal brand.
2. Apply personal branding concepts and principles to develop and cultivate a distinct and authentic personal brand.
3. Consider defensible ways to apply ethical principles and standards to business practices, policies, and decision-making processes.

Course Method **:** interactive lectures, problem-solving discussions, case small group discussions, class presentation.

Learning Outcome (Competence) **:**

- Knowledge : Understanding of personal branding strategies, including the advantages and disadvantages of utilizing different social media platforms for brand building.
- Skill : Development of practical skills in building and managing a personal brand across various social media platforms, including content creation, audience engagement, and analytics.

- Attitude : Cultivation of a positive attitude towards personal branding as a strategic tool for career development and professional success

Course content :

Week	Topic
1	Build Professionalism with Personal Branding, Ethics and Manners
2	The Importance of Personal Branding for Professionals
3	Establishing Your Brand Values
4	The Basics of Building Your Personal Branding Story
5	How to Use Social Media for Personal Branding?
6	Develop Personal Branding in Digital Era
7	Assignment/ Quiz/ Review
8	**Mid Term Examination**
9	Building Character and Self-Esteem
10	First Impression & Personal Appearance
11	Ethics & Manners in Create Relationship
12	Why Do We Need Ethics in Business?
13	Communicating in the Business World
14	Ethics & Corporate Culture
15	Assignment/ Quiz/ Review
16	**Final Examination**

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:
Final Examinations 35%

Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Build Professionalism with Personal Branding, Ethics and Manners	a. Introduction to Professionalism b. Personal Branding Strategies c. Ethical Considerations in Personal Branding d. Manners and Professional Etiquette e. Integrating Personal Branding with Ethical Values	1. Lecturer's presentation 2. Question and answer
2	The Importance of Personal Branding for Professionals	a Building a Strong Personal Brand b Leveraging Social Media for Personal Branding c Impact of Personal Branding on Career Success	1. Lecturer's presentation 2. Question and answer
3	Establishing Your Brand Values	a Introduction to Brand Values b Identifying Your Core Values c Communicating Brand Values d Integrating Ethics into Brand Values e Evaluating Alignment with Brand Values	1. Lecturer's presentation 2. Class discussion 3. Question and answer
4	The Basics of Building Your Personal Branding Story	a. Identifying Your Unique Value Proposition b. Crafting Your Personal Branding Story	1. Lecturer's presentation 2. Case Study 3. Assignment

		c. Defining Your Target Audience d. Building Your Brand Identity	
5	How to Use Social Media for Personal Branding?	a. Introduction to Personal Branding on Social Media b. Choosing the Right Social Media Platforms c. Creating Compelling Content d. Building and Engaging Your Audience e. Maintaining Consistency and Authenticity f. Leveraging Social Media Tools and Analytics	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
6	Develop Personal Branding in Digital Era	a. Introduction to Personal Branding in the Digital Era b. Importance of personal branding in the digital age c. Overview of the role of digital platforms in personal branding	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
7	Assignment/ Quiz/ Review		1. Lecturer's presentation 2. Class Discussion 3. Question and answer 4. Assignment
8	**Mid Term Test**		
9	Building Character and Self-Esteem	a Defining character and its significance in personal and professional contexts. b Exploring the relationship between character, self-esteem, and personal branding. c Understanding Self-Esteem d Importance of Character in Professional Settings: e Strategies for Building Character f Cultivating Self-Esteem	1. Lecturer's presentation 2. Class discussion 3. Question and answer
10	First Impression & Personal Appearance	a Definition of first impression and its significance	1. Lecturer's presentation 2. Class discussion

		b Importance of personal appearance in professional settings c Connection between first impressions, personal appearance, and personal branding	3. Question and answer 4. Case Study
11	Ethics & Manners in Create Relationship	a. Definition of ethics and manners in the context of professional relationships. b. Importance of ethical conduct and courteous behavior in building trust and rapport. c. Ethical Considerations in Relationship Building d. Building Trust and Credibility	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Study Case
12	Why Do We Need Ethics in Business?	a. Importance of ethical behavior in business settings b. Moral Foundation of Business Ethics c. Importance of trust in business relationships d. Impact of ethical behavior on building and maintaining trust e. Reputational risks associated with unethical conduct	1. Lecturer's presentation 2. Class discussion 3. Question and answer
13	Communicating in the Business World	a. Definition of business communication and its importance in professional settings. b. Overview of the role of effective communication in building relationships, conveying messages, and achieving business objectives c. Types of Business Communication d. Communication Channels in Business	1. Lecturer's presentation 2. Class discussion 3. Question and answer
14	Ethics & Corporate Culture	a. Definition of ethics and corporate culture. b. Importance of ethical behavior and corporate culture in business contexts.	2. Lecturer's presentation 3. Class discussion 4. Assignment 5. Case study

		c. Overview of the relationship between ethics, corporate culture, and personal branding. d. Ethical Decision-Making e. Impact of Corporate Culture on Ethics	
15	Assignment/ Quiz/ Review		1. Lecturer's presentation 2. Class discussion 3. Practice
16	**Final Examination**		

Midterm Paper Guideline **:** Written Examination

Final Paper Guideline **:** Group Project or Group Presentation

References **:**

1. Stavros Papakonstantinidis, Tell Me About Yourself, Personal branding and social media recruiting in the brave new online world- Business Expert Press (2019)
2. Cynthia Johnson, Platform, The arts and science of personal branding – Lorena Jones Books (2019)
3. Dorothea Johnson & Liv Taylor, Modern Manners, Tool to take you to the top, Potter Style (2013)
4. Simon Middleton – Brand New You, Reinventing work, life and self through the power of personal branding - Hay House UK Ltd (2012)
5. Anderson, C. (2018). The Ethics of Influence: Government in the Age of Behavioral Science. Cambridge University Press.
6. Brown, M. E., Treviño, L. K., & Harrison, D. A. (2005). Ethical leadership: A social learning perspective for construct development and testing. Organizational Behavior and Human Decision Processes, 97(2), 117-134.
7. Chonko, L. B., & Hunt, S. D. (1985). Ethics and Marketing Management. Journal of Business Research, 13(4), 339-359.
8. Hoffman, W. M., & Frederick, R. E. (2015). Business Ethics: Readings and Cases in Corporate Morality. John Wiley & Sons.
9. Johnson, C. E., & Johnson, C. E. (2019). Meeting the Ethical Challenges of Leadership: Casting Light or Shadow. SAGE Publications.
10. Treviño, L. K., & Nelson, K. A. (2016). Managing Business Ethics: Straight Talk about How to Do It Right. John Wiley & Sons.

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