Business Faculty
Department of Management Programme
Subject Syllabus

Subject Code : BIS031
Subject Title : Personal Branding and Professional Studies

Subject Specification
This subject is about how to build and sustain a meaningful network through the smart use of both online and in-person networking tools and opportunities.

Subject Overview
In this subject, students learn the process of developing a "mark" that is created around a personal name and how to successfully promote a personal brand as entrepreneur. And also, student will learn the principles that govern the behaviour of a person or group in a business environment like values, professional ethics provide rules on how a person should act towards other people and institutions in such an environment.

Course Objectives
With this subject, people can use the information gathered to control their target audience's perception of their personal brand. While controlling their own personal brand, one has the power to create a desirable image of themselves and channel that to their publics. And also, through this subject, individuals will know how to do business professionally.

Course Method
The course consists of:
1. Lectures
2. Presentations
3. Assignments.

Learning Outcome (Competence)
- Knowledge
  Student will be able to understand the main concept and the process of developing personal branding and understand the principles that govern the behaviour of a person or group in a business environment like values, professional ethics provide rules on how a person should act towards other people and institutions in such an environment.
- Skill
  Student will be able to identify their passion, strengths & abilities which will help them to create unique brand persona.
- Attitude
  Student will have be more enthusiasm, commitment, responsible, and independent in creating programs/project.

Course Content

Week	Topic

1	Understanding the Personal Branding
2	Personal Branding Strategy from the Public Figure
3	Building Personal Branding
4	Story Telling as Personal Branding
5	Communicating Personal Branding
6	Planning Personal Brand Communication
7	Review for mid test
8	**Mid Examination**
9	Controlling Personal Brand Ecosystem : Good Posture
10	Controlling Personal Brand Ecosystem : Grooming
11	Controlling Personal Brand Ecosystem : Business Etiquette
12	Controlling Personal Brand Ecosystem : Communication Etiquette
13	Persuasive Communication
14	Dining Etiquette
15	Review for final test
16	**Final Examination**

Grading System

As a rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework and 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 above mentioned items. The acceptable grade for LSPR-Jakarta S1 program is 60 and above. 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

The student Grade Point Average (GPA) is organized into the following categories:

- GPA of 0.00 – 1.99 = Fail
- GPA of 2.00 – 2.49 = Pass
- GPA of 2.50 – 2.99 = Credit
- GPA of 3.00 – 3.49 = Merit
- GPA of 3.50 – 4.00 = Distinction

Scheme of Work:

Session	Title/Topic	Area Discussion	Activities
1	Understanding the Personal Branding	- The Definition of Personal Branding - The Element of Personal Branding	PPT Presentation, Study Case QnA
2	Personal Branding Strategy from the Public Figure	- Learning from Personal Branding from Success	PPT Presentation, Study Case QnA
3	Building Personal Branding	- Defining Who You Are - Spotting Your Target Audience - Crafting Your Personal Brand Profile -	PPT Presentation, Study Case QnA; Online CW 1
4	Story Telling as Personal Branding	- The basic concept of Personal Branding through Story Telling - Writing your story	PPT Presentation, Study Case QnA
5	Communicating Personal Branding	- Branding with Traditional Communicating Tool - Branding with Online Communicating Tool - How to make a Good Presentation in the Digital Era	PPT Presentation, Study Case QnA
6	Planning Personal Brand Communication	- Setting the Strategy - Achieving the Three Cs	PPT Presentation, Study Case QnA CW2
7	Review for Midtest	-	Review
8	**Mid Examination**		
9	Controlling Personal Brand Ecosystem: Good Posture	- Importance of Good Posture - Understand of body language - Developing positive facial expressions and eye - Hand gesture	PPT Presentation, Study Case QnA
10	Controlling Personal Brand Ecosystem : Grooming	- Grooming for Success: Power Dressing, Wardrobe Etiquette	PPT Presentation, Study Case QnA

11	Controlling Personal Brand Ecosystem : Business Etiquette	-	Business Manner Professional Attitude	PPT Presentation, Study Case QnA CW3
12	Controlling Personal Brand Ecosystem : Communication Etiquette	-	Making a great first impression Public Speaking skill Communication Attitude: Aggressive, Assertive and Submissive	PPT Presentation, Study Case QnA
13	Persuasive Communication	-	Basic of Persuasive Communication How to Negotiate	PPT Presentation, Study Case QnA
14	Dining Etiquette	-	Understanding the basic Table Manner	PPT Presentation, Study Case QnA CW 4
15	Review untuk Ujian Akhir Semester			Review
16	**Final Examination**			

CW 1
Choose 1 Indonesian / International Public Figure that you like and explain your personal branding strategy.

CW 2
Create an image content for ig and video for tiktok that describes your personal branding

Midterm Paper Guideline
Making a personal branding strategy that achieved the 3 C's Clarity Consistency Constancy through social media.
Chapter 1. Crafting Your Personal Brand Profile
- Current Profile
- Future Profile
- Positioning Statement

Chapter 2. Target Audience
Chapter 3. Objective
Chapter 4. Setting the Communication Plan
Chapter 5. Measure & Evaluation
Chapter 6. Conclusion

CW 3
Create public speaking video content that persuades the audience on social media with confidence. (free theme). Results : ppt via Canva or Prezi and video . Upload on Youtube

CW4
Find out 1 (one) example the Etiquette around the world:
- Business Etiquette

- Dining Etiquette
- Communication Etiquette
- etc

Final Paper Guideline

Playing a Role

Act like a Speaker in a Seminar or Webinar

Making a good presentation related the theme:

Indonesia Destination
Sustainable Environment Issues and Solution
Mental Health Issues
Gen Z as Entrepreneur and Leader
Indonesia's Economic Impact of Covid19
Indonesia's Creative Economy
etc

And present in front of the class

References

1. Amanda Hennessey - Your Guide to Public Speaking_ Build Your Confidence, Find Your Voice, and Inspire Your Audience-Adams Media (2019)
2. Dale Carnegie & J. Berg Esenwein - The Art of Public Speaking-Fall River Press (2019)
3. Lisa Kleiman - You Got This_ Everything You Need to Master Authentic Public Speaking- River Grove Books (2019)
4. (For Dummies (Language & Literature)) Alyson Connolly - Public Speaking Skills for Dummies-Wiley (2018)
5. Robert H. Gass_ John S. Seiter - Persuasion _ social influence and compliance gaining- Routledge (2018)
6. Kathleen M. German - Principles of Public Speaking 19th Edition-Routledge Taylor & Francis Group (2017)
7. (For Dummies) Susan Chritton - Personal Branding for Dummies (2014)
8. Cynthia Johnson - Platform_ The Art and Science of Personal Branding-Lorena Jones Books (2019)
9. Stavros Papakonstantinidis - Tell Me About Yourself_ Personal Branding and Social Media Recruiting in the Brave New Online World-Business Expert Press (2018)

Prepared by:	Checked by :
Jati Paras Ayu, MM.Par.	**Cyntia Keliat, S.I.Kom., MM.** Head of Management Study Programme
Reviewed by :	Approved by :

Yuliana R. Prasetyawati, MM.	**Dr. Janette Maria Pinariya**
Dean of Business Faculty	Vice Rector