

Title of the course:	How to create your personal brand and boost your career in an international environment?				
Name of the unit conducting the course	Faculty of Social Sciences Institute of International Studies				
Code of the course		Year	2022	Number of hours	15
Language of tuition	English	Semester	2	ECTS	2
Group of educational contents	Course of the group of optional contents				
Type of the course	Workshop				
Tutor					

Preliminary requirements:

We'd like the participants to switch on the cameras during workshops.

Description of the course:

This course introduces the personal branding concept and helps people to learn how to successfully promote the most important brand of all: themselves. We will talk about building a personal brand and applying it to job interviews, and about its impact on the development of your career in an international environment.

The course is structured as follows: The first part covers the general concept of personal branding and how to prepare for success. In the second part, you will learn how it can give you an advantage in the job market. The third part is devoted to the role that personal branding plays in the further development of your career.

All parts include workshops and put emphasis on a practical side of skills. We will also provide videos/podcasts as a pre-work for sessions.

Aims of the course:

- Understand the personal branding concept and its benefits
- Learn how to implement personal branding
- Learn how to use social media in favour of your personal brand strategy
- How to prepare for the job interview & let your personal brand shine
- How personal brand support career growth
- Managing communication in the international environment
- Storytelling – why your personal brand should have a story
- Importance of active listening in the business setting

Teaching methods:

- Each workshop starts with a solid dose of knowledge that will then get to be put into practice in smaller groups. We will put emphasis on practical situations that you will face in your career and make sure everyone gets a chance to absorb lessons and techniques.

Evaluation and completion:

- Participants are evaluated based on the following:
 - Participation in the discussions
 - Group work: These may include – short impromptu group presentations, answering discussion prompts in groups
 - Exam: Simulated interview for a job position in a global corporation

Basic literature:

Tentative List:

“The Culture Map: Breaking Through the Invisible Boundaries of Global Business” Erin Meyer

“Active Listening Techniques: 30 Practical Tools to Hone Your Communication Skills” Nixaly Leonardo LCSW.

"the Art of PEOPLE" Dave Kerpen.

“How to win friends& influence people” Dale Carnegie.