



**MINISTRY OF SCIENCE AND HIGHER EDUCATION
OF THE RUSSIAN FEDERATION**
Federal State Budgetary Educational Institution of Higher Education
"IRKUTSK STATE UNIVERSITY"
SAF, Baikal International Business School (Institute)
Department of Strategic and Financial Management



APPROVED:
Dean of SAF, Baikal International Business
School (Institute)
_____ N.B. Grosheva
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Syllabus

Discipline Б1.Б.08 Entrepreneur Personal Brand Development

Major 27.03.05 Innovatics

Specialization: Management of Innovative and IT Projects and Products

University Degree: Bachelor

Full time

Approved by the Academic and
Methodological Council of Baikal
International Business School (Institute)
Protocol № 4 of March 26, 2025

Chairperson  V.M. Maksimova

Recommended by Department of Strategic and
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Protocol № 9 of March 21, 2025

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I. Goal and Objectives of the Discipline

Goals:

1. To equip students with the knowledge, skills, and practical abilities to create, develop, and manage an entrepreneur's personal brand within the context of the modern economy and digital environment,
2. To master the tools of positioning, communication, and promotion to enhance business competitiveness

Objectives:

- To develop students' understanding of the essence and role of a personal brand in entrepreneurial activity;
- To study theoretical approaches and modern concepts of personal branding;
- To master methods and tools for analyzing an entrepreneur's strengths and weaknesses, and for developing positioning and promotion strategies;
- To examine digital branding technologies and reputation management in social media and the media space;
- To develop skills in public communication, self-presentation, and building a business reputation;
- To develop the ability to apply acquired knowledge to create an individual strategy for developing an entrepreneur's personal brand;
- To cultivate creativity, critical thinking, and strategic professional image management skills in students.

II. Place of the Discipline in the CPEP Structure

The academic discipline B1.B.08 "Entrepreneur Personal Brand Development" is a mandatory component of the undergraduate program, belonging to Section 1 "Disciplines (Modules)" in accordance with the Federal State Educational Standard for Higher Education (FSES HE) for the field of study 27.03.05 "Innovatics".

The list of subsequent academic disciplines that require the knowledge, skills, and abilities formed by this course includes:

Management of Innovative Projects.

III. Requirements for the Discipline Learning Outcomes

The process of mastering the discipline is aimed at developing the competencies PC-3.1, PC-3.2, UC-3.1, UC-3.2, UC-3.3 in accordance with the Federal State Educational Standard for Higher Education (FSES HE) and the Core Educational Program of Higher Education (CEP HE) in the field of study 27.03.05 "Innovatics"

List of Planned Learning Outcomes for the Discipline, Mapped to Competency Achievement Indicators

Competency	Competency Achievement Indicator	Learning Outcomes
UC 3 Is able to engage in social interaction and fulfill their role within a team	UC-3.1 Defines their role within the team based on a collaborative strategy to achieve the set goal	Knowledge: - Modern techniques of time management and self-organization; - Pathways for personal growth and professional development; - The importance of regular knowledge and skill updates.

		<p>Abilities: is able to</p> <ul style="list-style-type: none"> - Set clear professional goals and define steps to achieve them; - Plan working time rationally and manage their responsibilities; - Master new knowledge and skills to function successfully in a rapidly changing business environment. <p>Skills:</p> <ul style="list-style-type: none"> - Methods for setting goals and effectively organizing the workflow; - Skills of self-control and self-assessment of achieved results; - Integral techniques for time management and effort allocation.
	<p>UC-3.2 Takes into account the experience, ideas, and behavioral characteristics of team members to achieve the set goal</p>	<p>Knowledge:</p> <ul style="list-style-type: none"> - Basic psychological and communicative techniques for negotiation and persuasion; - Methods for resolving conflicts and misunderstandings in a professional environment; - The ethics of business communication and the art of conducting discussions. <p>Abilities:</p> <ul style="list-style-type: none"> - Express thoughts clearly and defend a position with reasoned arguments; - Build successful intercultural communications and adapt to various social situations; - Respond to conflicts and overcome disagreements in a constructive manner. <p>Skills:</p> <ul style="list-style-type: none"> - Psychological techniques of persuasion and argumentation; - Techniques of active listening and empathy; - Methods for dispute resolution and overcoming communication barriers.
	<p>UC- 3.3 Adheres to established team norms and rules, and bears personal responsibility for the collective result</p>	<p>Knowledge:</p> <ul style="list-style-type: none"> - The causes of criticism and the importance of an objective response to it. - The positive role of constructive criticism in professional growth. - The signs of destructive criticism and ways to minimize its negative impact. <p>Abilities:</p> <ul style="list-style-type: none"> - Receive and process feedback while maintaining a positive attitude and productivity. - Extract lessons from the comments and suggestions of others. - Actively improve one's skills and behavior based on the feedback received.

		<p>Skills:</p> <ul style="list-style-type: none"> - Methods for analyzing and processing received comments and recommendations. - Techniques of self-reflection and internal processing of experience. - Practical ways to adjust one's own behavior and adapt to the expectations of the environment.
<p>PC 3 Is able to promote innovative and IT products</p>	<p>PC- 3.1 Knows the fundamentals of public relations management and media relations when promoting innovative and IT products; the tools and methods for developing and presenting innovative and IT products during promotion</p>	<p>Knowledge:</p> <ul style="list-style-type: none"> - The fundamentals of personal branding and the importance of a positive professional image. - Key channels and tools for self-promotion. <p>Abilities:</p> <ul style="list-style-type: none"> - Present one's professional merits and strengths in a convincing manner. - Develop and maintain a positive image in the eyes of colleagues, employers, and clients. - Promote oneself in the professional market and achieve career heights through the skillful use of personal branding. <p>Skills:</p> <ul style="list-style-type: none"> - Technologies and tools for building a personal brand. - Tactics for self-presentation and networking. - Skills for creating and maintaining a positive online reputation.
	<p>PC- 3.2 Is able to demonstrate the advantages of innovative and IT products with sound reasoning; organize advertising campaigns; conduct public presentations to introduce the features of innovative and IT products</p>	<p>Knowledge:</p> <ul style="list-style-type: none"> - The importance of a healthy work-life balance. - Methods for preventing emotional burnout and building stress resilience. - The benefits of proper time and attention management. <p>Abilities:</p> <ul style="list-style-type: none"> - Distribute attention and energy between work tasks and rest. - Maintain a high level of work capacity and motivation. - Preserve inner balance even during periods of high workload and stress. <p>Skills:</p> <ul style="list-style-type: none"> - Techniques for energy recovery and stress relief. - Meditation and exercises for improving concentration and self-confidence. - Methods for balancing personal interests and professional responsibilities.

IV. Contents and Discipline Structure

Discipline scope is 4 credits, ___ hrs
including ___ hrs of Summative Assessment.

Practical training hours are not provided for in the curriculum.

Summative assessment: credit

4.1 Discipline Contents, Structured by Topics, with Indicated Types of Classes and Allocated Academic Hours

№	Discipline Section/ Theme	S e m e s t e r	T o t a l h r s	Pract ical train ing of stud ents	Types of Educational Activities, Including Self-Study, Practical Sessions, and Workload (in hrs)				Formative Assessment Formats; Summative Assessment Formats
					Teacher Contact Hrs			Self-Study	
					Lectures	Practical Sessions	Consultations, Self-Study Monitoring, Summative Assessment		
1	2	3	4	5	6	7	8	9	10
1	Topic 1. The Entrepreneur's Personality and Their Brand	7			3	3		7	Test, oral questioning
2	Topic 2. Factors and Mechanisms of Personal Brand Formation	7			3	3		7	Test, oral questioning
3	Topic 3. Self-Positioning and Target Audience Analysis	7			3	3		7	Test, oral questioning
4	Topic 4. Communication Strategies for a Personal Brand	7			3	3	3	7	Test, oral questioning
5	Topic 5. Personal Brand in the Digital Environment	7			3	3		7	Test, oral questioning

6	Topic 6. Visual and Verbal Identity of a Personal Brand	7			3	3		7	Test, oral questioning
7	Topic 7. Personal Brand and Business Strategy	7			4	4	3	7	Test, oral questioning
8	Topic 8. Reputation Management and Crisis Situations	7			4	4		11	Test, oral questioning
9	Topic 9. Assessing the Effectiveness of Personal Brand Development	7			4	4	2+1	7	Test, oral questioning
Summative Assessment									Credit
Total hours			144		34	34	9(8+1)	67	

4.2. Plan for Out-of-Class Student Self-Study of the Discipline

Semester	Section, Themes	Self-Study			Assessment Tool	Self-Study Educational and Methodological Support
		Type of Self-study	Deadlines	Load (hr.)		
7	Topic 1. The Entrepreneur's Personality and Their Brand	Studying literature and methodological materials for the course section. Completing assignments.	End of the 2 nd week of the semester	7	Test, oral questioning	Required Reading (section V)
7	Topic 2. Factors and Mechanisms of Personal Brand Formation	Studying literature and methodological materials for the course section. Completing assignments.	End of the 2 nd week of the semester	7	Test, oral questioning	Required Reading (section V)

7	Topic 3. Self-Positioning and Target Audience Analysis	Studying literature and methodological materials for the course section. Completing assignments.	End of the 4 th week of the semester	7	Test, oral questioning	Required Reading (section V)
7	Topic 4. Communication Strategies for a Personal Brand	Studying literature and methodological materials for the course section. Completing assignments.	End of the 6 th week of the semester	7	Test, oral questioning	Required Reading (section V)
7	Topic 5. Personal Brand in the Digital Environment	Studying literature and methodological materials for the course section. Completing assignments.	End of the 8 th week of the semester	7	Test, oral questioning	Required Reading (section V)
7	Topic 6. Visual and Verbal Identity of a Personal Brand	Studying literature and methodological materials for the course section. Completing assignments.	End of the 10 th week of the semester	7	Test, oral questioning	Required Reading (section V)
7	Topic 7. Personal Brand and Business Strategy	Studying literature and methodological materials for the course section. Completing assignments.	End of the 12 th week of the semester	7	Test, oral questioning	Required Reading (section V)
7	Topic 8. Reputation Management and Crisis Situations	Studying literature and methodological materials for the course section. Completing assignments.	End of the 14 th week of the semester	11	Test, oral questioning	Required Reading (section V)
7	Topic 9. Assessing the Effectiveness of Personal Brand Development	Studying literature and methodological materials for the course section. Completing assignments.	End of the 16 th week of the semester	7	Test, oral questioning	Required Reading (section V)
Total self-study load (hr)				67		

4.3. Learning Content

Topic 1. The Entrepreneur's Personality and Their Brand

The concept of a personal brand. The role of the entrepreneur as a bearer of the company's values. The difference between a personal brand and a corporate brand. The significance of the entrepreneur's brand for business development and customer acquisition.

Topic 2. Factors and Mechanisms of Personal Brand Formation

Key elements of a personal brand: values, unique qualities, mission, visual and verbal identity. The influence of the entrepreneur's personality, character, and style on audience perception.

Topic 3. Self-Positioning and Target Audience Analysis

Methods of self-assessment and personal SWOT analysis. Identifying the entrepreneur's target audience, their expectations and needs. Brand positioning in a competitive environment.

Topic 4. Communication Strategies for a Personal Brand

The role of communications in creating an entrepreneur's image. Self-presentation strategy. The ability to build business communication and public speaking skills. Building trust and reputation.

Topic 5. Personal Brand in the Digital Environment

Developing a personal brand through social media, online platforms, and media. Digital identity and online reputation. Content creation and promotion. Handling negativity and managing online reputation.

Topic 6. Visual and Verbal Identity of a Personal Brand

Elements of brand identity: photography, visual image, online profile design. Personal communication style, selection of key messages and slogans. Storytelling tools.

Topic 7. Personal Brand and Business Strategy

The interconnection between an entrepreneur's personal brand and company development. Personal brand as a competitive advantage. Attracting investors and partners through a personal brand.

Topic 8. Reputation Management and Crisis Situations

Reputation monitoring methods. Principles of crisis communications. Strategies for mitigating reputational risks. Working with the media and professional community.

Topic 9. Assessing the Effectiveness of Personal Brand Development

Methods and metrics for evaluating the success of a personal brand. The role of feedback. Personal brand audit and its adjustment. Planning long-term development and scaling the entrepreneur's influence.

4.3.1. List of Seminars, Practical Sessions and Laboratory Work

№	The me Nu mbe r	Seminars, Practical Sessions and Laboratory Work	Load (hr.)		Assessment Tools	Developed Competencies (Indicators)
			Total hrs	Including Practical Sessions		
1	2	3	4	5	6	7
1	1	The concept of a personal brand. The role of the entrepreneur as the bearer of company values. The distinction between a personal brand and a corporate brand. The significance of the entrepreneur's brand for business development and customer attraction.	3	---	Test	PC 3.1. PC 3.2

2	2	Key elements of a personal brand: values, unique qualities, mission, visual and verbal identity. The influence of the entrepreneur's personality, character, and style on audience perception.	3	---	Test, oral questioning	UC 3.1. UC 3.2. UC 3.3.
3	3	Methods of self-assessment and personal SWOT analysis. Identifying the entrepreneur's target audience, their expectations and needs. Brand positioning in a competitive environment.	3	---	Test, oral questioning	PC 3.1. PC 3.2
4	4	The role of communication in shaping an entrepreneur's image. Self-presentation strategy. The ability to build business communication and public speaking skills. Establishing trust and reputation.	3		Test, oral questioning	PC 3.1. PC 3.2
5	5	Developing a personal brand through social media, online platforms, and media. Digital identity and online reputation. Content creation and promotion. Dealing with negativity and managing online reputation.	3		Test, oral questioning	UC 3.1. UC 3.2. UC 3.3.
6	6	Elements of corporate identity: photography, visual image, online page design. Personal communication style, selection of key messages and slogans. Storytelling tools.	3		Test, oral questioning	PC 3.1. PC 3.2.
7	7	The relationship between an entrepreneur's personal brand and company development. Personal brand as a competitive advantage. Attracting investors and partners through a personal brand.	4		Test, oral questioning	UC 3.1. UC 3.2. UC 3.3.

8	8	Reputation monitoring methods. Principles of crisis communications. Strategies for managing reputational risks. Working with the media and professional community.	4		Test, oral questioning	PC 3.1. PC 3.2.
9	9	Methods and metrics for assessing the success of a personal brand. The role of feedback. Personal brand audit and its adjustment. Planning long-term development and scaling the entrepreneur's influence.	4		Test, oral questioning	UC 3.1. UC 3.2. UC 3.3.

4.3.2. List of Topics (Questions) Assigned for Independent Work as Part of Student Self-Study

№	Theme	Task	Competency	Indicators
1	2	3	4	5
1	Topic 1. The Entrepreneur's Personality and Their Brand	Reading literature and methodological materials on the topic, studying key concepts and tools, solving tasks.	PC 3	PC 3.1. PC 3.2.
2	Topic 2. Factors and Mechanisms of Personal Brand Formation	Reading literature and methodological materials on the topic, studying key concepts and tools, solving tasks.	UC 3	UC 3.1. UC 3.2. UC 3.3.
3	Topic 3. Self-Positioning and Target Audience Analysis	Reading literature and methodological materials on the topic, studying key concepts and tools, solving tasks.	PC 3	PC 3.1. PC 3.2.

4	Topic 4. Communication Strategies for a Personal Brand	Reading literature and methodological materials on the topic, studying key concepts and tools, solving tasks.	PC 3	PC 3.1. PC 3.2.
5	Topic 5. Personal Brand in the Digital Environment	Reading literature and methodological materials on the topic, studying key concepts and tools, solving tasks.	UC 3	UC 3.1. UC 3.2. UC 3.3.
6	Topic 6. Visual and Verbal Identity of a Personal Brand	Reading literature and methodological materials on the topic, studying key concepts and tools, solving tasks.	PC 3	PC 3.1. PC 3.2.
7	Topic 7. Personal Brand and Business Strategy	Reading literature and methodological materials on the topic, studying key concepts and tools, solving tasks.	UC 3	UC 3.1. UC 3.2. UC 3.3.
8	Topic 8. Reputation Management and Crisis Situations	Reading literature and methodological materials on the topic, studying key concepts and tools, solving tasks.	PC 3	PC 3.1. PC 3.2.
9	Topic 9. Assessing the Effectiveness of Personal Brand Development	Reading literature and methodological materials on the topic, studying key concepts and tools, solving tasks.	UC 3	UC 3.1. UC 3.2. UC 3.3.

4.4. Guidelines for Organizing Student Self-Study

Student self-study is conducted using e-learning and distance educational technologies. Educational and methodological materials for independent study are available to students through electronic library systems and the "Hecadem" internet learning system, which contains lecture materials, practical assignments, interactive learning forms, and sample tasks. Each student receives authorized access to the system. The "Hecadem" internet learning system is a platform for distance learning and digital technology-based education at the Baikal International Business School of Irkutsk State University. Access mode: <https://edu.buk.irk.ru>.

Self-study includes:

- Preparing for lectures independently – reading notes from the previous lecture, watching video recordings of the lecture (if available). This helps to better understand the material of the new lecture by building on prior knowledge.
- Preparing for practical classes using primary and supplementary literature sources.
- Independent study of specific topics or questions using textbooks, study guides, internet sources, and the university's electronic platform.
- Preparing for formative and summative assessment.

Monitoring of self-study is carried out when the student completes assignments from the discipline's bank of assessment materials. When performing self-study work, the student must also consider the criteria for evaluating the completed assignment (Section 8 of this syllabus). During the monitoring of self-study work, the assessment covers not only the students' factual knowledge, skills, and abilities but also the depth of understanding, the capacity to identify and interpret coherent conceptual constructs, as well as the skills of independently searching for necessary information on the topic and critically evaluating it.

V. Educational, Methodological, and Information Support for the Discipline

a) Required Reading:

1. Ponomareva, E. A. Brand Management: A Textbook and Workshop for Higher Education Institutions / E. A. Ponomareva. — Moscow: Yurait Publishing House, 2022. — 341 p. — (Higher Education Series). — ISBN 978-5-9916-9046-1. — Electronic text // Yurait Educational Platform [website]:— URL: <https://urait.ru/bcode/489174>
2. Tulchinsky, G. L. Brand Management. Branding and Personnel Management: A Textbook for Higher Education Institutions / G. L. Tulchinsky, V. I. Terentyeva. — 2nd ed., rev. and enl. — Moscow: Yurait Publishing House, 2022. — 255 p. — (Higher Education Series). — ISBN 978-5-534-05503-0. — Electronic text // Yurait Educational Platform [website]. — URL: <https://urait.ru/bcode/491979>
3. Managing Competitiveness: A Textbook for Higher Education Institutions / E. A. Gorbashko [et al.] ; edited by E. A. Gorbashko, I. A. Maksimtsev. — 2nd ed. — Moscow: Yurait Publishing House, 2022. — 407 p. — (Higher Education Series). — ISBN 978-5-534-13922-8. — Electronic text // Yurait Educational Platform [website]. — URL: <https://urait.ru/bcode/488882>
4. Lifits, I. M. Competitiveness of Goods and Services: A Textbook for Higher Education Institutions / I. M. Lifits. — 4th ed., rev. and enl. — Moscow: Yurait Publishing House, 2022. — 392 p. — (Higher Education Series). — ISBN 978-5-534-07330-0. — Electronic text // Yurait Educational Platform [website]. — URL: <https://urait.ru/bcode/488520>

b) Databases, Search and Reference Systems, and Information Systems

1. ELS "Bibliotech". State Contract No. 019 dated 22.02.2011, LLC "Bibliotech". License Agreement No. 31 dated 22.02.2011. Access address: <https://isu.bibliotech.ru/> Validity period: from 22.11.2011, indefinite.

2. ELS "Rukont". Contract No. 98 dated 13.11.2020; Certificate No. bK-5415 dated 14.11.20. Validity period until 13.11.2021. Access: <http://rucont.ru/>
3. ELS "Lan Publishing House". LLC "Lan Publishing House". Information letter No. 128 dated 09.10.2017. Validity period: indefinite. Access address: <http://e.lanbook.com/>
4. ELS "National Digital Resource 'Rukont'". CCB "Bibkom". Contract No. 04-E-0343 dated 12.11.2021. Access address: <http://rucont.ru/>
5. ELS "Aibooks.ru/ibooks.ru". LLC "Aibooks". Contract No. 04-E-0344 dated 12.11.2021; Certificate dated 14.11.2021. Access address: <http://ibooks.ru>
6. Electronic Library System "ELS Urait". LLC "Urait Electronic Publishing House". Contract No. 04-E-0258 dated 20.09.2021. Access address: <https://urait.ru/>

VI. Material and Technical Support for the Discipline

6.1. Educational and Laboratory Equipment

Name of Specialized Premises and Self-Study Premises	Equipment of Specialized Premises and Self-Study Premises	List of Licensed Software. Details of Supporting Document
Lecture hall for lecture and seminar-type classes	<p>The classroom is equipped with specialized (educational) furniture for 48 students and technical teaching aids for presenting educational information to a large audience. The set of demonstration equipment includes:</p> <ol style="list-style-type: none"> 1. PC HP Elite 8300 SFF i5 3470/4Gb/1Tb/DVDRV/kb/m/ DOS/Solenoid Lock and Hood Sensor (RUS) 2. Monitor Viewsonic TFT 20" VA2014WM glossy-black 5ms 20 00:1 250cd M/M 3. Projector Epson EB-1830 4. Active speakers Genius SP-S110 black <p>Video signal splitter Aten VS92A 2-port VGA</p> <p>It is equipped with educational visual aids and electronic presentations that provide thematic illustrations for all topics specified in the discipline's syllabus.</p>	<p>BASIC PRE-INSTALLED SOFTWARE PACKAGE INCLUDING:</p> <p>Office 2019 under OEM pre-installation license programs and the academic collaboration program "Russian Microsoft Desktop Education AllLng License/Software Assurance Pack Academic OLV 1License LevelE Enterprise 1Year" — Contract No. 03-K-1131 dated November 29, 2021.</p> <p>Project Standard 2019, Access 2019 — Irkutsk State University Azure Dev Tools for Teaching subscription (Visio, Project) 1 Year. Microsoft Corporation, One Microsoft Way, Redmond, WA 98052.</p> <p>Operating Systems: Windows 7, Windows 10 under OEM pre-installation license programs and the academic collaboration program "Russian Microsoft Desktop Education AllLng License/Software Assurance".</p> <p>Pack Academic OLV 1License LevelE Enterprise 1Year — Contract No. 03-K-1131 dated November 29, 2021.</p> <p>Operating Systems:</p> <p>Альт Образование [Alt Education] (For Students - Free). Centralized supply for ISU. License No. ААО.0323.00. 90 licenses allocated to BMBS ISU.</p> <p>Альт Рабочая станция [Alt Workstation]. Centralized procurement for ISU. License No. АОВ.1223.00. 15 licenses allocated to BMBS ISU.</p> <p>R7-Office Professional (Desktop version) for educational institutions, art. R7DT1Y001E, registry entry No. 5256 dated February 26, 2019, Certificate</p>

		<p>No. 0610/1343. 100 licenses allocated to BMBS. Antivirus Software - Dr.Web renewal. Contract No. 25/01/29ИГҮ dated February 12, 2025, invoice No. Pr000046322 dated February 15, 2025.</p> <p>Archivers: WinRAR 3.x: Standard Licence for legal entities (100-199 licenses) - Appendix No. 1 to Contract No. 15422/IRK11 with ZAO "SoftLine Trade" dated February 5, 2010. Perpetual license.</p> <p>Network Client Access: Software Rights for Windows Server CAL 2012 Russian OLP NL Academic Edition Device CAL (120 licenses) - invoice Tr000051059 from ZAO "SoftLine Trade" dated October 27, 2015. Perpetual license.</p> <p>Firewall, Proxy Functionality: Right to use software for Traffic Inspector GOLD (preferential) - invoice Tr005456 from ZAO "SoftLine Trade" dated August 27, 2013.</p> <p>Traffic Inspector GOLD Special* for 5 years - Contract PC3-0000276 dated November 16, 2021.</p>
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6.2. Software

The university is provided with the necessary set of licensed and freely distributed software, including domestically produced software.

1. Office 2019 under OEM pre-installation license programs and the academic collaboration program "Russian Microsoft Desktop Education AllLng License/Software Assurance Pack Academic OLV 1License LevelE Enterprise 1Year" — Contract No. 03-K-1131 dated November 29, 2021.
2. Project Standard 2019, Access 2019 — Irkutsk State University Azure Dev Tools for Teaching subscription (Visio, Project) 1 Year. Microsoft Corporation, One Microsoft Way, Redmond, WA 98052.
3. Operating Systems: Windows 7, Windows 10 under OEM pre-installation license programs and the academic collaboration program "Russian Microsoft Desktop Education AllLng License/Software Assurance Pack Academic OLV 1License LevelE Enterprise 1Year" — Contract No. 03-K-1131 dated November 29, 2021.
4. Operating System: Alt Education (For Students - Free). Centralized supply for ISU. License No. AAO.0323.00. 90 licenses allocated to BMBS ISU.
5. Operating System: Alt Workstation. Centralized procurement for ISU. License No. AOB.1223.00. 15 licenses allocated to BMBS ISU.
6. R7-Office Professional (Desktop version) for educational institutions, art. R7DT1Y001E, registry entry No. 5256 dated February 26, 2019, Certificate No. 0610/1343. 100 licenses allocated to BMBS.
7. Antivirus Software - Dr.Web renewal. Contract No. 25/01/29ИГҮ dated February 12, 2025, invoice No. Pr000046322 dated February 15, 2025.
8. Archivers: WinRAR 3.x: Standard Licence for legal entities (100-199 licenses) - Appendix No. 1 to Contract No. 15422/IRK11 with ZAO "SoftLine Trade" dated February 5, 2010. Perpetual license.
9. Network Client Access:
Software Rights for Windows Server CAL 2012 Russian OLP NL Academic Edition Device CAL (120

licenses) - invoice Tr000051059 from ZAO "SoftLine Trade" dated October 27, 2015. Perpetual license.

10. Firewall, Proxy Functionality:
Right to use software for Traffic Inspector GOLD (preferential) - invoice Tr005456 from ZAO "SoftLine Trade" dated August 27, 2013.

11. Traffic Inspector GOLD Special* for 5 years - Contract PC3-0000276 dated November 16, 2021.

12. 1C: Enterprise 8. Educational Kit for Higher and Secondary Educational Institutions. Electronic delivery. 25 licenses.

6.3. Technical and Electronic Learning Tools

Multimedia Equipment and Other Technology for Presentation of Educational Material:

1. Computer: HP EliteDesk 800 G4 SFF / Core i5-8500 / 8GB RAM / 256GB SSD / DVD-RW / Windows 10 Pro (Model: 4QC39EA#ACB)
2. Monitor: 20" ViewSonic VA2013Wm (16:9 HD), 1600x900 resolution, 5ms response, 300 cd/m² brightness, 1000:1 contrast (16000:1 DCR), 170°/160° viewing angles, with speakers, TCO-07 certified.
3. Projector: Casio XJ-V1
4. Video Signal Splitter: Aten VS92A 2-port VGA
5. Speakers: Genius SP-S110 Active Speakers, black

List of Licensed Software Used:

1. Office 2019 under OEM pre-installation license programs and the academic collaboration program "Russian Microsoft Desktop Education AllLng License/Software Assurance Pack Academic OLV 1License LevelE Enterprise 1Year" — Contract No. 03-K-1131 dated November 29, 2021.
2. Project Standard 2019, Access 2019 — Irkutsk State University Azure Dev Tools for Teaching subscription (Visio, Project) 1 Year. Microsoft Corporation, One Microsoft Way, Redmond, WA 98052.
3. Microsoft Project Professional 2010, Microsoft Visio Professional 2010 under the academic collaboration program Microsoft Imagine Standard Electronic Software Delivery facilitated by the ISU Center for Scientific Information Technologies.

VII. Educational Technologies

Educational technologies used in teaching the discipline:

- Lecture-seminar based credit system;
- Case study analysis (tasks, examples);
- Collaborative learning (teamwork, group work);
- Information and communication technologies.

Distance learning technologies used in teaching the discipline are implemented through the BIBS ISU differentiated Internet learning system "Hecadem".

List of Topics with Corresponding Teaching Forms/Methods/Technologies

№	Class Topic	Session Type	Teaching Format / Methods / Technologies (Distance & Interactive)	Hours
1	2	3	4	5

1	Topic 1. The Entrepreneur's Personality and Their Brand	Lecture	presentation, discussion	3
2	Topic 1. The Entrepreneur's Personality and Their Brand	Practical session	test	3
3	Topic 2. Factors and Mechanisms of Personal Brand Formation	Lecture	presentation, discussion	3
4	Topic 2. Factors and Mechanisms of Personal Brand Formation	Practical session	test	3
5	Topic 3. Self-Positioning and Target Audience Analysis	Lecture	presentation, discussion	3
6	Topic 3. Self-Positioning and Target Audience Analysis	Practical session	test	3
7	Topic 4. Communication Strategies for a Personal Brand	Lecture	presentation, discussion	3
8	Topic 4. Communication Strategies for a Personal Brand	Practical session	test	3
9	Topic 5. Personal Brand in the Digital Environment	Lecture	presentation, discussion	3
10	Topic 5. Personal Brand in the Digital Environment	Practical session	test	3

11	Topic 6. Visual and Verbal Identity of a Personal Brand	Lecture	presentation, discussion	3
12	Topic 6. Visual and Verbal Identity of a Personal Brand	Practical session	test	3
13	Topic 7. Personal Brand and Business Strategy	Lecture	presentation, discussion	4
14	Topic 7. Personal Brand and Business Strategy	Practical session	test	4
15	Topic 8. Reputation Management and Crisis Situations	Lecture	presentation, discussion	4
16	Topic 8. Reputation Management and Crisis Situations	Practical session	test	4
17	Topic 9. Assessing the Effectiveness of Personal Brand Development	Lecture	presentation, discussion	4
18	Topic 9. Assessing the Effectiveness of Personal Brand Development	Practical session	test	4
Total hrs:				67

VIII. Materials for Formative and Summative Assessment

№	Formats of Assessment Tools	Assessed Themes (Sections)	Assessed Competencies/ Indicators
1	2	3	4
1	Formative Assessment		
1.1	Online test in the Internet learning system “Hecadem”	Topic 1. The Entrepreneur's Personality and Their Brand	ПК 3.1. ПК 3.2
1.2	Online test in the Internet learning system “Hecadem”	Topic 2. Factors and Mechanisms of Personal Brand Formation	УК 3.1. УК 3.2. УК 3.3.
1.3	Online test in the Internet learning system “Hecadem”	Topic 3. Self-Positioning and Target Audience Analysis	ПК 3.1. ПК 3.2
1.4	Online test in the Internet learning system “Hecadem”	Topic 4. Communication Strategies for a Personal Brand	ПК 3.1. ПК 3.2
1.5	Online test in the Internet learning system “Hecadem”	Topic 5. Personal Brand in the Digital Environment	УК 3.1. УК 3.2. УК 3.3.
1.6	Online test in the Internet learning system “Hecadem”	Topic 6. Visual and Verbal Identity of a Personal Brand	ПК 3.1. ПК 3.2
1.7	Online test in the Internet learning system “Hecadem”	Topic 7. Personal Brand and Business Strategy	УК 3.1. УК 3.2. УК 3.3.
1.8.	Online test in the Internet learning system “Hecadem”	Topic 8. Reputation Management and Crisis Situations	ПК 3.1. ПК 3.2

1.9	Online test in the Internet learning system “Hecadem”	Topic 9. Assessing the Effectiveness of Personal Brand Development	YK 3.1. YK 3.2. YK 3.3.
2	Summative Assessment		
2.1	Credit	All topics	IK 3.1. IK 3.2. YK 3.1. YK 3.2. YK 3.3.

Assessment Tools Used for Formative Assessment

Examples from Online Tests

1. An entrepreneur's personal brand helps them stand out in the market and build trust with clients.
Correct answer: True
2. A personal brand is formed solely based on the entrepreneur's appearance and image.
Correct answer: False
3. Social media is an important tool in developing an entrepreneur's personal brand.
Correct answer: True
4. Developing a personal brand does not affect the ability to attract investors and partners.
Correct answer: False
5. Consistency and regularity in communication with the audience strengthen an entrepreneur's personal brand.
Correct answer: True
6. A personal brand is formed only after major financial achievements.
Correct answer: False
7. An entrepreneur's expertise and professional competence directly influence their personal brand.
Correct answer: True
8. A personal brand does not depend on how an entrepreneur communicates with their team.
Correct answer: False
9. An entrepreneur's stories and personal experience help the audience remember them better.
Correct answer: True
10. Transparency and honesty in business communications are important for a personal brand.
Correct answer: True
11. Continuous professional development and learning are irrelevant for developing a personal brand.
Correct answer: False
12. A positive reputation helps an entrepreneur attract clients and partners.
Correct answer: True
13. Developing a personal brand is possible without defining a target audience.
Correct answer: False
14. Visual style and brand symbolism influence the perception of a personal brand.
Correct answer: True
15. A personal brand is built only on personal achievements and does not require interaction with the audience.
Correct answer: False
16. The primary goal of developing an entrepreneur's personal brand is:
A) Increasing the number of employees

- B) Creating a unique image and building customer trust
 - C) Reducing production costs
 - D) Completely copying others' strategies
- Correct answer: B**
17. Which of the following is NOT a key element of an entrepreneur's personal brand?
- A) Reputation and expertise
 - B) Personal values and mission
 - C) Social media presence
 - D) Exclusively low product prices
- Correct answer: D**
18. What helps increase the recognition of a personal brand?
- A) Regular communication with the audience
 - B) Ignoring feedback
 - C) Secrecy and minimal activity
 - D) Complete absence of marketing
- Correct answer: A**
19. The main effect of a strong personal brand for an entrepreneur is:
- A) Reducing market competition
 - B) Building customer trust and loyalty
 - C) The ability to completely abandon advertising
 - D) Automatic profit increase without any action
- Correct answer: B**
20. Which tool is NOT effective for developing an entrepreneur's personal brand?
- A) Publishing expert content
 - B) Engaging with communities and colleagues
 - C) Ignoring customer feedback
 - D) Maintaining a professional blog
- Correct answer: C**
21. What is the key channel for promoting a personal brand?
- A) Newspaper advertising
 - B) Social media and online platforms
 - C) Exclusively offline events
 - D) Radio advertising only
- Correct answer: B**
22. What role does the entrepreneur's personal mission play in brand development?
- A) It is not important
 - B) It defines communication values and strategy
 - C) It only increases marketing costs
 - D) It helps avoid competition
- Correct answer: B**
23. What best demonstrates an entrepreneur's expertise?
- A) Personal stories and case studies
 - B) Copying others' ideas
 - C) Ignoring audience comments
 - D) Secrecy and minimal activity
- Correct answer: A**
24. How often should a personal brand be updated and developed?
- A) Once every 5 years
 - B) Constantly and systematically
 - C) Only when changing activities
 - D) Never
- Correct answer: B**

25. What factor influences audience trust in a personal brand?
 A) Consistency and transparency of actions
 B) Frequent changes in position
 C) Ignoring the audience
 D) Using only advertising
Correct answer: A
26. Which of the following reduces the effectiveness of a personal brand?
 A) Regular communication with the audience
 B) Transparency in actions
 C) Inconsistency between stated values and actions
 D) Publishing useful content
Correct answer: C
27. Which category of personal brand promotion tools does participation in conferences and webinars belong to?
 A) Content marketing
 B) Personal presence and networking
 C) Internal marketing
 D) SEO promotion
Correct answer: B
28. What helps create a unique style for a personal brand?
 A) Using others' templates without changes
 B) Defining one's own values and visual identity
 C) Ignoring the audience
 D) Hiding professional expertise
Correct answer: B
29. What approach to audience criticism strengthens a personal brand?
 A) Ignoring criticism
 B) Responding with respect and analyzing mistakes
 C) Aggressive responses
 D) Deleting all critical comments
Correct answer: B
30. How does an entrepreneur's personal brand influence their business?
 A) Helps attract clients and partners
 B) Has no impact on sales
 C) Only increases costs
 D) Completely replaces the marketing strategy
Correct answer: A

Assessment Tools Used for Summative Assessment in the Exam format

Examples of theoretical questions:

1. What is an entrepreneur's personal brand, and what goals does it pursue?
2. What key elements form a personal brand?
3. Why is communication consistency important for a personal brand?
4. How do social media influence the development of a personal brand?
5. How do an entrepreneur's personal story and values strengthen audience trust?
6. What is the difference between a personal brand and a company brand?
7. What are the most common mistakes entrepreneurs make when building a personal brand?
8. How can the effectiveness of a personal brand be measured?

Examples of practical tasks:

- Develop a mini personal brand development plan for a chosen entrepreneur (3-5 key steps).
- Analyze 2-3 successful entrepreneurs on social media and describe which elements of their personal brand help them stand out.
- Create a short presentation (5-7 slides) outlining the visual concept of a personal brand.
- Write 1-2 paragraphs about your personal values and unique qualities that could form the basis of a personal brand.

Grading Criteria for formative and summative assessment:

Grading Criteria	Grade
Less than 60% correct answers	2 (Fail)
At least 60% but less than 70% correct answers	3 (Satisfactory)
More than 70% and at least 85% correct answers	4 (Good)
More than 85% correct answers	5 (Excellent)

Developed by:



(signature)

Senior Lecturer
(position)

Ya.O. Dunaeva

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Head of the Department



N.B. Grosheva

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