

SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)



Syllabus of Personal Branding under NEP 2020 vertical (OE) with effect from 2024-25

Department of English (for Arts programme)

HoD/Senior Person of the Department: Dr. Preeti Vaswani

Date of approval by the BoS: 23rd April 2024

Approved by the Academic Council: 29th April 2024

Ratified by the General Body: 6th May 2024



Programme: FYBA			Semester : I		
Course : Personal Branding			Code: UGBAIOE324		
Academic Year: 2024-2025			Batch: 2024-2027		
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	2	20 marks/40% of the total marks	30 marks/60% of the total marks

Particulars of ICA	%
Classroom participation/ Class tests / Assignment / Project / Quiz / Presentation / Viva-Voce, etc. (any 2)	40% = 10 + 10 = 20 marks

Learning Objectives :	<ol style="list-style-type: none"> To Introduce the core concepts of Personal Branding To help students implement branding strategies for self-promotion
Learning Outcomes :	<ol style="list-style-type: none"> The learner will be able to recall the basic concepts of Personal branding The learner will be able to identify appropriate branding strategies for their products The learner will be able to create posts for social media The learner will be able to create and build his/her image using various platforms
Pedagogy:	Lecture, Presentation, Demonstration, Hands-on training, group discussion

Detailed Syllabus: (per session plan) } to be submitted along with Teaching

Plan Session Outline For (name of the course)

Each lecture session would be of one hour duration (30 sessions).

Module	Module Content	Module Wise Pedagogy Used (only pointers)	Module Wise Duration/ Lectures
I	Introduction to Personal Branding: Definition, Importance, and the Process of branding, Brand Identity and Brand Positioning.	Lecture, Presentation	15

II	Brand Personality and Branding Strategies: Image creation, Branding Personality traits: Identify your unique values, think outside the box, Online Identity and Promotion: Enhance your profile on Linked In, How to create posts on Linked In, Establishing your website, How to differentiate between profiles (personal and professional), how to market yourself on Social media pages (Instagram), YouTube image creation for professional purposes.	Lecture, Presentation, Demonstration, Hands-on training, group discussion	15
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REFERENCE BOOKS

1. Building strong brands by David Aker, Simon & Schuster Ltd., 1995
2. Brand Positioning: Strategies for Competitive Advantage, by Subroto Sengupta, Mc. Graw Hill Higher Education, 2004
3. Understanding digital marketing by Damian Ryan, Kogan Page Publications, 5th ed. 2020.
4. The Effect of the Congruence between Brand Personality and Self-Image on Consumer's Satisfaction and Loyalty: A Conceptual Framework Mohamed Ali ACHOURI and Néji BOUSLAMA the FSEG of Tunis, Tunisia.
<https://ibimapublishing.com/articles/IBIMABR/2010/627203/627203.pdf>

QUESTION PAPER PATTERN

Marks: 30

Duration: 1 hour

Semester 1:

1. Paragraph Answers 2X5=10 marks
 2. Essay answers 2X10=20 marks
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