

## Reputation management

Course Workload		Assessment form (examination/ graded test/ ungraded test)
ECTS	Hours	
1	36	Ungraded test

Personal Reputation Management is a course for those who plan to reconsider self-determination approaches using intangible assets of their own personality. We'll discuss: goals and relevance of personal reputation management, the economy of influence phenomenon; approaches to the personal brand development and representation of a specialist online and offline; simple steps to building an impeccable reputation in the business environment; the most important principles of positive academic reputation; approaches to dealing with negativity. At the end of the course you'll take part in a game to present your own approaches and receive useful feedback from the audience.

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