



SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Career Brand Reputation Management (CBRM)

LEVEL OF STUDY: Undergraduate Program

GENERAL ACADEMIC INFORMATION			
LATEST UPDATE	2017-1		
ACADEMIC AREA	Quality & Service		
SUBJECT TYPE	Elective		
CREDIT POINTS	2		
CLASSROOM HOURS PER WEEK	2		
PRE-REQUISITES	English Level IV		
LANGUAGE	English		
INTERNATIONAL CONTENT	<ul style="list-style-type: none"> • Reading materials include international journal articles • Reading materials in English • Research tasks on intercultural contexts • Development of projects with international or intercultural focus • Foreign speakers or professors visiting the classroom or participating online • International cases are used and compared against national reality • International bibliography is used 		
COURSE DETAILS			
COURSE DESCRIPTION	Bridge the gaps that exist in the 21st Century between recent graduates and HR's requirements; crafting the professional profile to fit the international benchmarks in the corporate environments; developing strong Soft Skills to provide new graduates, with effective tools that will pave the path to rise to the top of the high-ended positions, supported by a high reputation career brand.		
COMPETENCES DEVELOPED	Competence	Emphasis	Intended Learning Outcome (ILO)*
	Recognize the importance of career branding reputation to succeed professionally. Objectively make self-diagnosis, self-monitoring, and self-analysis; identify and apply the different	Knowledge	ILO01, ILO02, ILO04 BA&S ILO06 BA&S ILO07

	<p>career approaches, as well as differences between hard skills and soft skills.</p>		
	<p>Develop abilities to connect, mingling and interacting with people in all settings, either social, business or corporate; with superiors, coworkers, subordinates, customers and acquaintances</p>	Skill	<p>ILO01, ILO02, ILO04, BA&S ILO06 BA&S ILO08</p>
	<p>Build their career brand gathering all resources as competences, skills, abilities, knowledges, values, evidenced in artifacts, creating his/her own and unique identity.</p>	Context	<p>ILO 01, ILO 02, ILO 04, BA&S ILO06 BA&S ILO07 BA&S ILO08.</p>
	<p>* Intended Learning Outcome</p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>BA&S ILO06: Understand the needs of people and organizations as well as the tendencies of service and hospitality, which prevail in the marketplace in order to design solutions that satisfy the needs of both internal and external customers.</p> <p>BA&S ILO07: Understand transformational leadership to improve organizations and human resource development.</p> <p>BA&S ILO08: Communication: Communicate effectively in written and spoken manner in Spanish and English and three levels of third language.</p>		
<p>COURSE CONTENTS</p>	<p>Week 1 Career Self-Management Week 2 Building one's own Skills tool portfolio, and evidences Week 3 Building Career Brand Reputation: Soft Skills Development Week 4 Global environments, Cross-cultural Skills WEEK 5 Workshops developing Soft Skills Week 6 Case studies: Teamwork, high-end CEOs profiles Week 7 Executive Demeanor skills - Ability to operate effectively with all levels of staff Week 8 Executive communication skills Week 9 Business and Corporate Entertaining strategies Week 10 Self-Marketing Development Week 11 Personal Branding and Career Branding Week 12 Self-Marketing Research in real environments</p>		

	<p>Week 13 Creating self-digital brand, digital presence.</p> <p>Week 14 Increase self-online presence positively</p> <p>Week 15 Self-Coaching and Self-Audit</p> <p>Week 16 Time to be his/her own chief executive officer - CEO Real environments</p>
METHODOLOGY	<p>Lecture and Case Method</p> <p>Theoretical classes</p> <p>Participative classes :Small Groups Discussion and Course Discussions</p> <p>Workshops</p> <p>Practical Exercises</p> <p>Interactive Class</p> <p>Conversation-driven teaching</p>
ASSESSMENT	<p>Competence 1, 2 and 3 will be evaluated trough:</p> <p>1st period (30% of final grade)</p> <p>Research, readings and presentations 20%</p> <p>Punctuality, participation and behavior 20%</p> <p>Quizzes 10%</p> <p>Written Assessment 50%</p> <p>2nd period (30% of final grade)</p> <p>Research, readings and presentations 20%</p> <p>Punctuality, participation and behavior 20%</p> <p>Quizzes 10%</p> <p>Written Assessment 50%</p> <p>3rd period (40% of final grade)</p> <p>Research, readings and presentations 20%</p> <p>Punctuality, participation and behavior 20%</p> <p>Final practical project 60%</p>