

VALUE ADDED COURSE

Academic Session : 2024-2025



CERTIFICATE COURSE IN
SELF-BRANDING

About the Course

Self-branding for students involves showcasing your unique strengths, skills, and values to stand out in both academic and professional settings. It's about creating a consistent image that reflects your goals and aspirations, both online and offline. By developing a strong personal brand, you can effectively communicate what makes you unique to potential employers, peers, and mentors.

This process builds credibility, enhances opportunities, and positions you for success in your chosen field. To brand yourself effectively, focus on authenticity, highlight your achievements, and share your passion for your field. With a well-crafted personal brand, you can make a memorable impression, open doors to new opportunities, and build meaningful connections that will benefit your future career.

Learning Outcome

After completion of the course, students will be able to:

- Identify what makes a strong self-brand through case studies and discussions.
- Learn personality/character traits and market them for future employment opportunities.
- Feel confident and comfortable sharing your personal story/brand.
- Accept what is not your brand.
- Develop public speaking and presentation skills.
- Create a robust communicator's portfolio using multiple communication platforms.

Timing : 02.30 PM - 03.30 PM (Wednesday & Friday)
11.30 AM - 12.30 PM (Monday & Wednesday)

Duration : 30 hours

Resource Person :
Dr. Archana Dixit & Dr. Monisha

Entry Date :
16-08-2024 to 24-08-2024

Note

- Interested students can report in the office of HoD BBA up to the closing hrs of 24/8/2024, by 5:00 pm.
- The course classes will be scheduled w.e.f 27/08/2024.
- 75% attendance is mandatory to get the certificates.
- Assessment will be held on the basis of viva voce and written/practical examination.

Module

- Introduction of Self- Branding (7 Hours)
- Self-Assessment and Identifying Unique Strengths (7 Hours)
- Crafting Your Personal Brand Statement (7 Hours)
- Digital Presence and Online Branding (9 Hours)

For any queries related the VAC certification course, Please feel free to contact
VAC Coordinator : Dr. Pragati (9599542262)