

Subject card

Subject name and code	Personal Branding on the Job Market, PG_00177870						
Field of study	Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		4.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Organisational Behaviour -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Tomasz Kawka				
	Teachers		dr hab. Tomasz Kawka mgr Agnieszka Macioszek mgr inż. Alan Balla				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	45.0	0.0	0.0	0.0	45
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	45		3.0		52.0	100
Subject objectives	The aim of the course is to prepare students to effectively manage their own professional image by developing self-presentation skills, communication and consciously building a personal brand using HR tools, recruitment techniques and current labor market requirements.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[ZARZMU2_U10] The student can communicate information, express opinions, and engage in debates with diverse audiences using management and quality science terminology across various media.		The student develops and presents his/her professional profile, competences, and expectations towards the labor market, using social communication methods.		[SU2] presentation/project/paper/report [SU5] implementation of a problem task		
	[ZARZMU2_U07] Students can create detailed written papers, including reviews, analyses, or research, along with presentations and oral discussions on management topics.		The student creates and applies appropriate techniques of the strategy for building a professional image of himself as a candidate on the labor market, using the tools and current knowledge in the field of HRM.		[SU2] presentation/project/paper/report [SU5] implementation of a problem task		

Subject contents	Workshop #1 Analysis of the individual development potential of a university graduate in the context of current employer expectations - diagnosis of potential student development directions - diagnosis of preferred group roles and professional expectations in the context of assessment and analysis of Generation Z on the labor market - diagnosis of leadership attitudes and behaviors and the ability to influence others - diagnosis of one's own communication skills - diagnosis of one's own strengths and possible limitations Individual and group analysis of the results and attitudes of students' work during the workshop Workshop #2 Shaping the skills of constructing an employment application in accordance with the current requirements of the labor market - principles of writing and building a positive message in a CV - principles of writing and building a positive message in a cover letter - shaping a positive professional image using audiovisual techniques - traps and dangers of writing an employment application - building one's own professional image using social networking sites Individual and group analysis of the results and attitudes of students' work during the workshop Workshop #3 Shaping effective self-presentation in the field of communication interpersonal - principles of effective public speaking - principles of effective image building at the level of verbal communication during a job interview - principles of effective image building at the level of non-verbal communication during a job interview - traps and mistakes in building a persuasive self-presentation - self-diagnosis of speeches and self-presentation using audiovisual techniques Individual and group analysis of the results and attitudes of students' work during the workshop Workshop #4 Shaping effective behaviors during a job interview - principles of building effective tactics for answering the selector's questions - principles of skillfully discussing your potential and experience according to the assumptions of the STAR behavioral interview - traps and dangers of lack of control over behavior and statements during a job interview - learning the methodology of conducting the selection process according to current employer standards - workshop on recruitment behavior during interviews using audiovisual techniques Workshop #5 - Individual and group analysis of the results and attitudes of students' work during all workshops and an attempt to identify a description of one's own professional competence potential on the labor market - Joint analysis of one's own speeches and diagnosis strengths and weaknesses of self-presentation on the job market		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	problem task (self-presentation)	51.0%	80.0%
	written project and its presentation	51.0%	20.0%
Recommended reading	Basic literature	1. Wywieranie wpływu na ludzi. Teoria i praktyka, GWP, 2014. 2. Hogan K. Psychologia perswazji, Wydawnictwo Jacek Santorski& CO, Warszawa 2001. 3. Eggert, M. Doskonałe odpowiedzi na pytania zadawane podczas rozmów kwalifikacyjnych. Rebis, Poznań, 2009. 4. Hodgson, S. Rozmowa kwalifikacyjna: błyskotliwe odpowiedzi na podchwytliwe pytania. Polskie Wydawnictwo Ekonomiczne, Warszawa, 2013.	
	Supplementary literature	1. Leary, M. Wywieranie wrażenia na innych. O sztuce autoprezentacji. Gdańsk: Gdańskie Wydawnictwo Psychologiczne, 2007. 2. Turniak G., Santorski J., Alchemia kariery. Bierz życie w swoje ręce., Jarosław Szulski & Co. Dom wydawniczy, Warszawa 2012.	
	eResources addresses	Basic https://gfk.pl/budowanie-wizerunku-jak-zrobic-i-utrzymac-dobre-wrazenie/ - link to the image building workshop Supplementary https://www.kozminski.edu.pl/pl/review/personal-branding-w-pigulce-czyli-jak-budowac-wizerunek-eksperta-w-kanalach-internetowych - link to the employee's own branding workshop	
Example issues/ example questions/ tasks being completed	1. Principles of writing and building a positive message in a CV. 2. Assumptions of building your own professional image using social media. 3. What is Employer Branding? 4. Principles of skillfully discussing your potential and experience according to the assumptions of the STAR behavioral interview. 5. The idea of non-verbal communication in building an image on the labor market. 6. Pros and cons of Generation Z in the work environment.		
Work placement	Not applicable		

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