

FB6786: PERSONAL BRANDING AND CAREER STRATEGY

Effective Term

Semester B 2025/26

Part I Course Overview

Course Title

Personal Branding and Career Strategy

Subject Code

FB - College of Business (FB)

Course Number

6786

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

2

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to provide students with the opportunity to:

- Develop advanced career and job search strategies for the competitive global market.
- Enhance personal branding and executive presence through effective communication and self-image presentation.
- Synthesize professional coaching with academic learning to create a personalized and actionable career development plan.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Formulate sophisticated career strategies and job search plans tailored to individual strengths and market opportunities.	40%	x	x	
2	Appraise and refine personal communication style and professional self-image for enhanced executive presence.	30%		x	x
3	Construct a comprehensive personal career development portfolio, integrating insights from coaching, workshops, and self-reflection.	30%	x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Interactive Workshops	Expert-led sessions on key topics such as Career Strategy, Communication Styles, Power Presentations, and Personal Branding.	1, 2, 3	
2	One-on-One Career Coaching	Personalized consultations to provide tailored feedback, clarify career goals, and develop individual action plans.	1, 3	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Workshop and Career Coaching Participation	1, 2, 3	100	Assessed on a Pass/Fail basis	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)

Assessment Task

Participation (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Level of active and constructive engagement

Pass (P)

Actively participate in the workshops and the one-on-one career coaching

Failure (F)

Lack of adequate participation in the workshops and the one-on-one career coaching

Assessment Task

Participation (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Level of active and constructive engagement

Pass (P)

Actively participate in the workshops and the one-on-one career coaching

Failure (F)

Lack of adequate participation in the workshops and the one-on-one career coaching

Part III Other Information

Keyword Syllabus

Career Strategy, Personal Branding, Executive Communication, Power Presentation, Career Coaching, Self-Image Management, Professional Development.

Reading List