



Value-Added Course
Personal Branding and Professional
Communication
MBA Batch 2024-26, Second Year
(Academic Year - 2025-26)

VAC-037

Dr. Piyusha Majumdar

Associate Professor

for Mr Singh
Registrar

IIHMR University
1, Prabhu Dayal Marg, Near
Sanganer Airport, Jaipur-302029



IIHMR University, Prabhu Dayal Marg, Near Sanganer Airport, Jaipur – 302029

Date: 1-12-2025

CIRCULAR

All the students are hereby informed that IIHMR University, Jaipur, is offering a **Value-Added Course (VAC-037) titled “Personal Branding and Professional Communication.”** The course aims to enhance students’ professional identity, communication skills, and employability.

The course is designed to equip students with essential skills in personal branding, professional communication, and career development, helping them build a strong professional identity and enhance employability.

Interested students are required to complete the registration process with the respective Course Coordinator/Program Office.

The course will focus on:

- Personal branding and professional identity development
- Verbal, written, and digital communication skills
- LinkedIn and digital presence management
- Networking, presentation, and interview skills

Course Code: VAC-037

Course Credits: 1.5

The duration and session timings of the course will be conducted as per university norms.

All eligible students are encouraged to enrol and enhance their skills in the area of professional communication and personal branding for career success.

Registrar's Office

A handwritten signature in blue ink, appearing to read 'For M. Singh', is written over the printed name 'Registrar'.

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Course Information

1. **Course Title:** Personal Branding and Professional Communication

Course Credit: 1.5

Course Instructor: Dr Piyusha Mazumdar

2. Core Objectives of VACs

VACs are envisioned to:

- Enhance students' employability and professional skills.
- Bridge the gap between academic learning and workplace expectations.
- Foster self-awareness, leadership, and professional excellence.
- Develop effective communication and networking capabilities.
- Equip students with skills required to build a strong professional identity.

3. Course Description

In today's competitive professional environment, technical knowledge alone is insufficient for career success. Individuals must be able to communicate effectively, establish a credible professional identity, and build meaningful professional networks. This course focuses on developing personal branding and professional communication skills essential for career growth and leadership. Students will learn how to identify their unique value proposition, create a professional image, communicate confidently, leverage digital platforms such as LinkedIn, and build a strong personal brand. Through practical exercises, presentations, networking activities, and communication workshops, participants will develop the skills required to enhance their professional visibility and employability.

4. Course Objectives

This course is designed to enable students to:

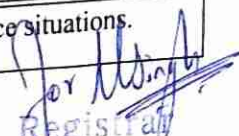
- Understand the concept and importance of personal branding.
- Develop effective verbal, written, and digital communication skills.
- Build a professional identity aligned with career goals.
- Enhance networking and relationship-building capabilities.
- Strengthen employability through professional presence and communication excellence.

5. Course Outcomes

After the course, students should be able to:

CO Course Outcome

CO1	Explain the principles and significance of personal branding in career development.
CO2	Demonstrate effective professional communication skills in diverse workplace situations.


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CO Course Outcome

CO3	Develop professional profiles, resumes, and digital branding strategies.
CO4	Apply networking, presentation, and interpersonal communication skills for professional growth.
CO5	Create a comprehensive personal branding plan aligned with career aspirations.

6. Course Pedagogy

The course will be covered through:

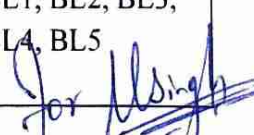
- Interactive lectures
- Communication workshops
- Role plays and simulations
- Group discussions
- Personal branding exercises
- LinkedIn profile development
- Resume-building workshops
- Mock interviews
- Presentations and peer feedback

7. Course Requirement

Effective learning requires active participation in communication exercises, presentations, networking activities, and self-reflection assignments. Students are expected to engage in practical activities and develop their personal branding portfolio throughout the course.

8. Course Syllabus

Unit	Content / Topics	CO	Bloom's Learning (BL) Levels
Unit 1	Foundations of Personal Branding: Self-awareness, personal values, strengths, personal mission, professional identity	CO1	BL1, BL2, BL3
Unit 2	Professional Communication Skills: Business etiquette, verbal and non-verbal communication, workplace communication, email etiquette	CO2	BL1, BL2, BL3, BL4
Unit 3	Digital Presence and Personal Branding: LinkedIn optimization, online reputation management, professional networking, digital footprints	CO3	BL1, BL2, BL3, BL4, BL5
Unit 4	Presentation, Networking and Relationship Building: Public speaking, storytelling, elevator pitch, networking strategies, interpersonal communication	CO4	BL1, BL2, BL3, BL4, BL5

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Unit 5	Career Positioning and Personal Brand Strategy: Resume building, interview communication, personal branding roadmap, professional growth planning	CO5	BL1, BL2, BL3, BL4, BL5, BL6
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Bloom's Taxonomy Levels:

BL1: Remember

BL2: Understand

BL3: Apply

BL4: Analyze

BL5: Evaluate

BL6: Create

9. Course Policies

This course abides by the University's academic policies. Students are required to maintain a minimum attendance of 75% and actively participate in communication activities, presentations, and branding exercises.

10. Course Assessment

Internal Assessment (50%)

Continuous Internal Assessment (30%)

- LinkedIn Profile Development
- Personal Branding Portfolio
- Group Presentation
- Elevator Pitch Exercise
- Resume Development Assignment

Mid-Term Examination (20%)

Objective and/or subjective examination.

End-Term Examination (50%)

Comprehensive examination covering the entire course.

11. CO and Assessment Alignment Matrix

Activity	CO1	CO2	CO3	CO4	CO5
Personal Branding Reflection	✓				✓
LinkedIn Profile Development			✓	✓	✓
Resume Building Assignment			✓		✓
Elevator Pitch Presentation	✓	✓		✓	
Networking Activity		✓		✓	✓
Group Presentation		✓	✓	✓	
Class Participation	✓	✓	✓	✓	✓
Internal Assessment	✓	✓	✓	✓	✓
End-Term Examination	✓	✓	✓	✓	✓

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12. Teaching Plan

Day	Session 1 & 2 (10:00 AM – 1:00 PM)	Session 3 & 4 (2:00 PM – 5:00 PM)	Pedagogy
Day 1	Introduction to Personal Branding, Self-Assessment and Professional Identity	Identifying Strengths, Values and Unique Value Proposition	PPT, Self-Assessment Exercises
Day 2	Professional Communication Skills and Workplace Etiquette	Business Writing, Email Communication and Digital Etiquette	Workshop, Role Play
Day 3	LinkedIn Optimization and Digital Presence Management	Building Professional Online Profiles and Networking Strategies	Hands-on Activity
Day 4	Public Speaking, Storytelling and Elevator Pitch Development	Networking Skills and Relationship Building	Presentation and Simulation
Day 5	Resume Building and Interview Communication	Personal Branding Roadmap, Group Presentations and Assessment	Workshop, Presentation

13. Readings (Books & Articles)

1. Montoya, P., & Vandehey, T. *The Brand Called You*.
2. Peters, T. *The Brand You 50*.
3. Carnegie, D. *How to Win Friends and Influence People*.
4. Guffey, M. E., & Loewy, D. *Essentials of Business Communication*.
5. Cuddy, A. *Presence: Bringing Your Boldest Self to Your Biggest Challenges*.
6. Duhigg, C. *Smarter Faster Better*.
7. Harvard Business Review Articles on Personal Branding and Leadership Communication.
8. LinkedIn Learning Resources on Professional Branding and Networking.
9. Covey, S. R. *The 7 Habits of Highly Effective People*.
10. Maxwell, J. C. *Developing the Leader Within You*.


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Value Added Course
MBA Batch 2024-26, Second Year (Academic Year - 2025-26)
Feb 02-06, 2026
Student Attendance
VAC-037 Effective Technical and Financial Proposal (Grant) Writing in Public Health & IKS

Registration ID	Name	Total Sessions Scheduled	Sessions Attended	Present Percentage
IIHMR-U/01/2024-26/1889	AASHI RAJWANI	20	15	75.00
IIHMR-U/01/2024-26/1890	Aayushi Sharma	20	15	75.00
IIHMR-U/01/2024-26/1901	Amit kumar	20	15	75.00
IIHMR-U/01/2024-26/1904	Anirudh Kumar Halder	20	20	100.00
IIHMR-U/01/2024-26/1911	Aprajita Bhardwaj	20	15	75.00
IIHMR-U/01/2024-26/1920	Ayush Amera	20	15	75.00
IIHMR-U/01/2024-26/1926	Bhavana Katiyar	20	15	75.00
IIHMR-U/01/2024-26/1928	Bhavya Chawla	20	15	75.00
IIHMR-U/01/2024-26/1930	Charu Dhiman	20	19	95.00
IIHMR-U/01/2024-26/1932	Chinmayee Varshney	20	15	75.00
IIHMR-U/01/2024-26/1935	Deshmukh Shruti Kailash	20	20	100.00
IIHMR-U/01/2024-26/1939	Dhoke Sharayu Vijay	20	16	80.00
IIHMR-U/01/2024-26/1943	Divya Gupta	20	20	100.00
IIHMR-U/01/2024-26/1951	Gupta Omang Sanjay	20	17	85.00
IIHMR-U/01/2024-26/1965	Janhvi Prashant Patil	20	15	75.00
IIHMR-U/01/2024-26/1975	Khushi Garg	20	16	80.00
IIHMR-U/01/2024-26/1977	Khushi Makwana	20	18	90.00
IIHMR-U/01/2024-26/1978	Khushi Yadav	20	15	75.00
IIHMR-U/01/2024-26/1981	Komal Kumari	20	18	90.00
IIHMR-U/01/2024-26/1985	kriti tripathi	20	16	80.00
IIHMR-U/01/2024-26/1989	Lovy Mishra	20	19	95.00
IIHMR-U/01/2024-26/2003	Natasha Bangari	20	15	75.00
IIHMR-U/01/2024-26/2011	Nishtha Prakash Chauhan	20	15	75.00
IIHMR-U/01/2024-26/2029	Pranga Sen	20	15	75.00
IIHMR-U/01/2024-26/2037	Prerna Banerjee	20	16	80.00
IIHMR-U/01/2024-26/2043	Radhika Chopra	20	18	90.00
IIHMR-U/01/2024-26/2052	Richa Sharma	20	15	75.00
IIHMR-U/01/2024-26/2080	Shivangee .	20	15	75.00

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Certification of Completion

This certifies that

Bhavya Chawla

**Master of Business Administration (Hospital and Health Management)
2025-27**

has successfully completed Value Added Course (VAC) on

Personal Branding and Professional Communication

Conducted during **February 2–6, 2026**, accumulating a total of 30 hours
with **Grade A+**

Dr. Himadri Sinha
Professor and Coordinator (VAC)

Dr. P.R. Sodani
President

Date of issue: February 20, 2026

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Certification of Completion

This certifies that

Charu Dhiman

**Master of Business Administration (Hospital and Health Management)
2025-27**

has successfully completed Value Added Course (VAC) on

Personal Branding and Professional Communication

**Conducted during February 2–6, 2026, accumulating a total of 30 hours
with Grade A**

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Dr. Himadri Sinha
Professor and Coordinator (VAC)

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Dr. P.R. Sodani
President

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Date of issue: February 20, 2026

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Certification of Completion

This certifies that

Khushi Garg

**Master of Business Administration (Hospital and Health Management)
2025-27**

has successfully completed Value Added Course (VAC) on

Personal Branding and Professional Communication

Conducted during **February 2–6, 2026**, accumulating a total of 30 hours
with **Grade A**

Dr. Himadri Sinha
Professor and Coordinator (VAC)

Dr. P.R. Sodani
President

Registrar

IIHMR University

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Sanganer Airport, Jaipur-302029

Date of issue: February 20, 2026



Certification of Completion

This certifies that

Natasha Bangari

**Master of Business Administration (Hospital and Health Management)
2025-27**

has successfully completed Value Added Course (VAC) on

Personal Branding and Professional Communication

Conducted during **February 2–6, 2026**, accumulating a total of 30 hours
with **Grade A+**

Dr. Himadri Sinha
Professor and Coordinator (VAC)

Date of issue: February 20, 2026

Dr. P.R. Sodani
President

Registrar

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Certification of Completion

Richa Sharma

**Master of Business Administration (Hospital and Health Management)
2025-27**

has successfully completed Value Added Course (VAC) on

Personal Branding and Professional Communication

Conducted during **February 2–6, 2026**, accumulating a total of 30 hours

with Grade A+

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Professor and Coordinator (VAC)

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Date of issue: February 20, 2026