



GE1212

Personal and Firm Profiling in the Digital Society

A joint GE course offered by Departments of
Information Systems and Marketing

AY 2012/13 Semester A

Have you wondered...

How you can bring out
digitally the **TRUE BEST** of
you and your serving
organization?





How do you like
others to see you?

GE1212 Objectives

- Introduce the key concepts, frameworks and processes by which digital platform **reshapes organization** of society and personal interactions
- Explain key aspects of digital platform's role in firm **branding and profiling**
- Develop practical skills to effectively communicate, profile and promote themselves for the working life upon (and beyond) graduation
- Educate on proper digital manners and good citizenship when **communicating** with others in real-world and online community
- Develop generic skills in working individually and in teams, managing personal **profile**, **self-protection** and **creative** problem solving



Real World ACTION ...

- Digital platform project – Students are required to create a digital group to market events



Sign up and learn how to
reveal the true best of **YOU**
digitally...

