

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?





















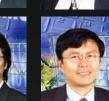










































































GE1212 Objectives

- 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...