

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Social communication		Code 1011104341011150972
Field of study Management - Part-time studies - First-cycle	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 4
Elective path/specialty -	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: First-cycle studies	Form of study (full-time, part-time) part-time	
No. of hours Lecture: 30 Classes: - Laboratory: - Project/seminars: -		No. of credits 2
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art technical sciences		ECTS distribution (number and %) 2 100%
Responsible for subject / lecturer: dr inż. Małgorzata Spychała email: malgorzata.spychala@put.poznan.pl tel. 61 665 34 15 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań		Responsible for subject / lecturer: dr inż. Małgorzata Spychała email: malgorzata.spychala@put.poznan.pl tel. 61 665 34 15 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	The student knows basic concepts connecting with the social groups, knows interpersonal rules
2	Skills	The student has a skill of noticing, associating and interpreting occurrences in social groups
3	Social competencies	The student is aware of the meaning of the social communication in the working and private life
Assumptions and objectives of the course: Developing by students social abilities, i.e. the teamwork, effective negotiations, presentations, active listening		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. The student has a knowledge about communications systems and styles in the enterprise - [K1A_W06] 2. He knows methods of solving social conflicts, - [K1A_W06; K1A_W08] 3. He has a knowledge about preparing the presentation. - [K1A_W15]		
Skills:		
1. He is able to analyse and to assess communication styles in the society - [K1A_U01; K1A_U02] 2. He uses the acquired knowledge for solved social conflicts in team - [K1A_U03, K1A_U05; K1A_U08] 3. He can prepare the presentataion. - [K1A_U09; K1A_U10]		
Social competencies:		
1. He is able to act according to social rules in the given group - [K1A_K01] 2. He is able to recognize and to solve social conflicts in teams - [K1A_K04] 3. He is able independently to analyse social situations and to develop the knowledge concerning the social communication - [K1A_K06]		
Assessment methods of study outcomes		
Discussions; written test		

Course description

1. Introduction of the social communication - Essence of the communication. Model of the process of communication. Elements of the process of communication. Understanding linguistic announcements. Communications functions. Interpersonal communication, social communication, public communication, mass communication.

2. organizational communication - Definition of the communication of the internal organisation. Pyramid of the process of the communication in the organization. Formal and unformal communication. Horizontal and vertical communication.

3. Communication systems in the enterprise - Issue of the communication system
 The association and analysis of communication systems in the enterprise

4. Communicating in the group and the team - Issue of teamwork. Teams and groups - differences. Division of social groups. Stages of building team. Role of the leader of the team. Characteristics of the good leader. Kinds of communication networks (of teams) in the organization.

5. Management styles and styles of communicating in the organization. t. Styles of communication in the enterprise. The managers' competencies. Methods of developed the communication in the enterprise.

6. Social competencies as basic skills of the manager. Issue of manager' occupational competencies. Technical competencies, Social competencies. Influence of managers' social competencies on the tasks in the organization.

7. Communicating with the external environment. Public relations as the part of the communication system. The Internet as the base of the modern communication in the enterprise. MIX marketing. Mass media.

8. The social conflict and negotiations. Sources of conflicts in the organization. Ways of resolving conflicts. Effective management with conflicts. Negotiations in the organization. Techniques of negotiation.

9. The presentation as the interactive form of communicating. Preparing the presentataion. The structure and principles the presentation. Features of the professional presentation. Analysis of the audience. Structure of sentences. Non-verbal behaviours during the presentation

10. International communications - cultural differences in the everyday life, in public, business and other behaviours. Differences in the non-verbal communication, in managing with the space and the time. Stereotypes, cultural discrimination.

11. The manipulation as the special case of the social communication - how to defend oneself against the manipulation? The communication as the middle of manipulating the potential interviewed person. Techniques of the manipulation. Examples of the manipulation.

Basic bibliography:

1. Morreale S.P., Spitzberg B.H., Barge J.K., Komunikacja między ludźmi, PWN, 2007
2. 2. Nęcki Z. ?Komunikacja międzyludzka? Kraków 1996
3. 3. Stankiewicz J., Komunikowanie się organizacji, Wrocław, 1999

Additional bibliography:

1. 1. Jabłonowska, L., Wachowiak, P., Winch, S., ?Prezentacja profesjonalna. Teoria i praktyka?, Difin, Warszawa, 2008
2. 2. Mruk H. ?Komunikowanie się w biznesie? Poznań 2002,
3. 3. Robbins S., Zachowania w organizacji, PWE, Warszawa, 1998

Result of average student's workload

Activity	Time (working hours)	
1. Lectures	30	
Student's workload		
Source of workload	hours	ECTS
Total workload	30	2
Contact hours	30	1
Practical activities	0	0