

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Social communication in organizations		Code 1011105311011108870
Field of study Engineering Management - Part-time studies -	Profile of study (general academic, practical) general academic	Year /Semester 1 / 1
Elective path/specialty Communication Management in	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) part-time	
No. of hours Lecture: 14 Classes: - Laboratory: - Project/seminars: -		No. of credits 3
Status of the course in the study program (Basic, major, other) other		(university-wide, from another field) university-wide
Education areas and fields of science and art		ECTS distribution (number and %)
Responsible for subject / lecturer: dr Jerzy Przybysz email: jerzy.przybysz@put.poznan.pl tel. 61 665 34 00 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 related with the social groups, knows interpersonal rules.
2	Skills	The student has skills 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 professional 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 knowledge about communication systems and styles in the enterprise. - [K1A_W06]		
2. He knows methods of solving social conflicts. - [K1A_W06; K1A_W08]		
3. He has knowledge about preparation of the presentation. - [K1A_W15]		
Skills:		
1. He is able to analyze and to assess communication styles in the society. - [K1A_U01; K1A_U02]		
2. He uses the acquired knowledge to solve social conflicts in team. - [K1A_U03, K1A_U05; K1A_U08]		
3. He can prepare the presentation. - [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 to analyse independently 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 to 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. 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.

3. Communication 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.

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

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

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

7. The manipulation as the special case of the social communication - how to defend oneself against the manipulation? The communication as the mean of manipulation of 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	16	
Student's workload		
Source of workload	hours	ECTS
Total workload	30	2
Contact hours	30	1
Practical activities	0	0