

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Corporate culture and communication		Code 1010612231010646696
Field of study Mechanika i budowa maszyn	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Product engineering (Inżynieria produktu)	Subject offered in: English	Course (compulsory, elective) obligatory
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) full-time	
No. of hours Lecture: 2 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 Technical sciences		ECTS distribution (number and %) 2 100% 2 100%
Responsible for subject / lecturer: Prof. dr hab. inż. Zbigniew Kłos email: zbigniew.klos@put.poznan.pl tel. 61 665 2231 Machines and Transport Piotrowo 3, 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Student has fundamental knowledge about management of organizations and about innovativity and quality issues.
2	Skills	Student possesses ability of perceiving and associating of phenomena occurring in management of market organizations and is able to interpret them, to draw conclusions and to formulate opinions.
3	Social competencies	Student has the awareness of importance and understands the effects of undertaking of market oriented, quality and innovation sensitive, activities.
Assumptions and objectives of the course: Transmitting to the students the knowledge about fundamental issues connected with corporate culture category and communication within and outside organization and knowledge on conditions influencing implementation of corporate culture.		
Study outcomes and reference to the educational results for a field of study		
Knowledge: 1. Has an in-depth knowledge of entrepreneurship, including communication and corporate culture, and business economy. - [K2A_W14]		
Skills: 1. Is able to prepare a scientific paper in a foreign language in the field of corporate culture and communication, based on literature and other sources of information, including online sources and submit an oral presentation. - [K2A_U02]		
Social competencies: 1. Is aware of and understands the importance and impact of non-technical aspects of mechanical engineering activities, including communication in organization issues and corporate culture. - [K2A_K02] 2. Is able to think and act in an entrepreneurial manner using the communication rules and applying corporate culture foundations. - [K2A_K05]		
Assessment methods of study outcomes		
Preparation of corporate culture case study (written).		
Course description		

<p>Definition of the term ?corporate culture? and ?communication?. Essential elements of corporate culture. Basis of corporate culture. Main phases of shaping of corporate culture. Presentation and analysis of influence of personalities (owners, presidents and/or directors) on the process of shaping corporate culture in famous organizations. Main actors shaping corporate culture. Verbal and non-verbal communication. Internal communication. Communication with customers and suppliers. Case elaboration. Benefits of mature corporate culture.</p>		
<p>Basic bibliography:</p> <p>1. G. O'Donovan, The Corporate culture handbook. How to plan, implement and measure a successful culture change programme, The Liffey Press London 2006</p> <p>2. Th. G. Cummings, Ch. G. Worley, Organization Development and Change, 8th ed., Thomson, South-Western 2005</p>		
<p>Additional bibliography:</p> <p>1. Black, R. J. Organisational Culture: Creating the Influence Needed for Strategic Success, London 2003</p>		
<p>Result of average student's workload</p>		
<p>Activity</p>	<p>Time (working hours)</p>	
1. Lecture participation	15	
2. Consolidation of lecture content	3	
3. Consultations	2	
4. Preparation for assessment	8	
5. Assessment participation	2	
<p>Student's workload</p>		
<p>Source of workload</p>	<p>hours</p>	<p>ECTS</p>
Total workload	30	2
Contact hours	19	0
Practical activities	0	0