POZNAN UNIVERSITY OF TECHNOLOGY

EUROPEAN CREDIT TRANSFER AND ACCUMULATION SYSTEM (ECTS)

pl. M. Skłodowskiej-Curie 5, 60-965 Poznań

COURSE DESCRIPTION CARD - SYLLABUS

Course name

THE ART OF AUTOPRESENTATION

Course

Field of study	Year/Semester
Aerospace Engineering	3/6
Area of study (specialization)	Profile of study
Aviation and Astronautics	general academic
Level of study	Course offered in
First-cycle studies	PL/EN
Form of study	Requirements
full-time	

Number of hours

Lecture	Laboratory classes	Other (e.g. online)
15	0	0
Tutorials	Projects/seminars	
15	0	

Number of credit points

2

Lecturers

Responsible for the course/lecturer:

dr Joanna Małecka

e-mail: joanna.malecka@put.poznan.pl

Wydział Inżynierii Zarządzania

Ul. J. Rychlewskiego 2

60-965 Poznań

tel. 61 665 3398

Responsible for the course/lecturer:

dr Joanna Małecka

Prerequisites

1. The Student knows the basic concepts related to the functioning of the individual in society and his institutions - knows the basic principles of ethics and savoir vivre as well as the principles of spelling and stylistics of the Polish language

2. The Student knows how to analyze and evaluate their own and the other person's behavior - has the ability to perceive, associate and interpret the behavior of public persons

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3. The Student is able to communicate efficiently in Polish and work in a team, and understands the need to take social responsibility for their own behavior - especially in terms of ethical and cultural behavior (clothing, written and spoken words)

Course objective

The subject serves to understand the complexity of the issues and the specifics of the art of autopresentation - with an emphasis on learning to prepare independently multimedial public speaking

It is to develop Students' ability to effectively present their own achievements and also make Students aware of the importance of non-verbal communication, so-called "body language" in social relations, and understand the role and importance of a resume in the recruitment process

The aim of education is also to learn by Students the rules on which effective self-presentation is based, as well as acquiring the skills of practical use of persuasive, negotiating and argumentative methods

Course-related learning outcomes

Knowledge

1. The Student understands the importance of autopresentation for individual and environmental development

2. The Student has knowledge of the principles of effective communication - can describe and justify the essence of verbal and non-verbal communication in the process of interpersonal communication, as well as during public appearances, knows the basic tools and methods used in the field of public speaking

3. The Student knows the basic techniques of social impact - has the knowledge and competence to recognize and name such social phenomena as conformism, reduction of social dissonance; knows the methods of effective communication and techniques for generating social influence

Skills

1. The Student has the ability to observe and interpret his own person - he can assess his skills to animate public speaking, prepare presentations for non-verbal behavior such as: body posture, tone of voice, gestures and facial expressions, movement, eye contact and appearance

2. The Student has the ability to conduct effective presentations using modern communication technologies on any topic, and is able to use the knowledge and principles of effective communication in personal and professional life, especially during an interview

3. The Student knows the behavior applied and in accordance with the principles of savoir vivre both in personal life and in business one (appearance, behavior, vocabulary), on the principles of both verbal and written communication (business and private correspondence, rules for writing emails)

Social competences

1. The Student is aware of the responsibility, role and importance of self-presentation in creating and shaping the etical public image (own and others), as well as efficient and effective social interactions, understands the role and meaning of "body language" in effective interpersonal communication

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2. The Student is aware of the need to develop their own competences in the field of public speaking, has knowledge of effective supplementing and expanding it in areas of interest, understands the importance of developing emotional intelligence and creative thinking skills

3. The Student has the necessary competences in the field of public speaking - can plan a public appearance adequate to the ethical expectations of the principals and the auditorium, can effectively communicate in various social situations

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

LECTURES - Formative assessment: active in discussions summarizing individual lectures, giving the student the opportunity to assess the understanding of the problem; written works (e.g. essay) assigned during the semester, reading the given books, watching the given movies, writing CV or aplication letter.

Summative assessment: written exam (to obtain a positive grade, 55% of points are required). The lecturer can conduct the final exam in on-line formula via the Moodle platform.

PRACTICE (CALSSES): Formative assessment: current activity during classes and participation in the discussions; preparing presentations in selected areas and its presentation during the classes; tests; written works (essay) based on given books, articles or films; written analysis of case-study; final test.

Summative assessment: the arithmetic average of the formative grades with rounding conditions given and placed on the MODDLE platform - inability to getting promotion without a final test for a positive grade (min. 55% of points). The lecturer can conduct the final test in on-line formula via the Moodle platform.

Programme content

1. Social and cultural context of autopresentation behaviors and their consequences.

2. Principles for creating public speaking, types of presentations, multimedia tools and their role in public speaking

3. Interpersonal communication I (verbal aspects of communication)

4. Interpersonal communication II (non-verbal aspects of communication)

5. Methods of influence (building a positive self-image and winning people over): click - wrrr, rule of reciprocity, commitment and consistency, social evidence of equity, liking and sympathy, authority, inaccessibility, influence in the blink of an eye, style and wear as a contemporary technique of influence

6. The art of persuading and exerting influence on listeners (persuading, persuading, rhetorical questions, assertive ability to defend one's beliefs, role and meaning: dialogue, discussion, conversation)

7. Principles of savoir vivre in private and business life

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8. CV and job interview - preparation for job interview - key recruiter questions, contact questions, opening questions, questions about possibilities and skills, motivation, financial expectations

9. The conduct tactics during the interview, acceptable behavior of the person applying for a job

10. Stress and stage fright - behavior in emotionally difficult situations and under the influence of stress or stage fright, consequences of different styles of coping with stress for health, functioning in socially difficult situations

11. Motivation and commitment - their role and meaning in public speaking, questions, negation and discussion during and after public speaking

12. Assessing and analyzing public speaking (others' and own) - skilful listening as the basis of communication

Teaching methods

I. FEEDBACK: Information lecture, Problem lecture, Conversational lecture, Talk, Lecture, Reading

II. SEARCHING: Case study, Brainstorming, Round table discussion, Discussion - pyramid, Discussion - seminar, Discussion - paper

III. TUTORIAL - PRACTICAL: Auditorium exercises, Demonstration method, Project method, Workshop method, Written essay

IV. EXPOSING: Demonstration (film / presentation)

Bibliography

Basic

1. Cialdini, R. (2016). Wywieranie wpływu na ludzi. Teoria i praktyka. Sopot: GWP - dostępna dla Studentów na Moodle jako eBook

2. Cialdini, R. (2014). Mała Wielka Zmiana. Jak skutecznie wywierać wplyw. Sopot: GWP - dostępna dla Studentów na Moodle jako eBook

3. Szmajke, A. (1999). Autoprezentacja. Maski, pozy, miny. Olsztyn: Ursa Consulting. https://docer.pl/doc/nxnx80 - dostęp on-line

Additional

1. Cialdini, R. (2017). Pre-Swazja. Jak w pełni wykorzystać techniki wpływu społecznego. Sopot: GWP - dostępna dla Studentów na Moodle jako eBook

2. Gasparski, W. (2012). Biznes, etyka, odpowiedzialność. Warszawa: PWN

3. Forlicz, S. (2008). Informacja w biznesie. Warszawa: PWE

4. Peale, N.V., Blanchard, K. (2008). Etyka biznesu. Warszawa: Studio EMKA

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5. Pisarek, W. (2008). Wstęp do nauki o komunikowaniu. Warszawa

6. Sztejnberg,A. (2006). Podstawy komunikacji społecznej w edukacji. Wrocław

Breakdown of average student's workload

	Hours	ECTS
Total workload	45	2,0
Classes requiring direct contact with the teacher	30	1,0
Student's own work (literature studies, preparation for lectures /classes (tutorials), preparation for tests/final test/exam, project/presentation preparation, writing essay, case-study analysis, watching movies) [1]	15	1,0

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[1] delete or add other activities as appropriate