



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Business Online Communication

Course

Field of study

Management and Production Engineering

Area of study (specialization)

Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

2/3

Profile of study

general academic

Course offered in

Polish

Requirements

elective

Number of hours

Lecture

15

Tutorials

Laboratory classes

Projects/seminars

Other (e.g. online)

Number of credit points

2

Lecturers

Responsible for the course/lecturer:

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Faculty of Management Engineering

J. Rychlewskiego 2, 60-965 Poznań

Responsible for the course/lecturer:

Prerequisites

Knows the basic tools of navigation on the Internet (web browser, Internet applications) and recognizes



the importance of the role of marketing communication in economic realities and the need to deepen knowledge about effective communication with the environment of the enterprise

Course objective

Acquiring by the student knowledge about the mechanisms of effective communication in business, in the context of an innovative context of formulating a clear media message, in a form and channel adapted to the target group.

Course-related learning outcomes

Knowledge

Has the knowledge necessary to understand the social, economic, legal and other non-technical determinants of engineering activity and taking them into account in engineering practice

Has basic knowledge of management, including quality management and running a business

Knows and understands the basic concepts and principles of industrial property and copyright protection and the need to manage intellectual property resources; is able to use the resources of patent information

Knows the general principles of creating and developing forms of individual entrepreneurship, using knowledge in the field of science and scientific disciplines relevant to the studied field of study

Skills

Can use basic theoretical knowledge and obtain data to analyze specific social processes and phenomena (cultural, political, legal, economic) in the field of management

Can correctly interpret social phenomena (cultural, political, legal, economic) in the field of management

Can properly analyze the causes and course of specific social processes and phenomena (cultural, political, legal, economic) in the field of management

Social competences

Can search and select educational and training centers in order to supplement and improve knowledge and skills

Is aware of the importance of professional behavior, adherence to the principles of professional ethics and respect for the diversity of views and cultures, as well as care for the traditions of the managerial profession

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lectures: assessment of active participation in classes, preparation of the final project

Classes: getting credit with a grade on the basis of: test-colloquium, active participation in classes

Programme content



Innovations and innovative processes in the context of the effective selection of a communication channel appropriate for a given organization, industry and target group as well as an effective form of shaping the information message.

Teaching methods

information lecture, problem lecture;

methods of self-inquiry: classic problem method (problem formulation, verification, evaluation of students' work), case study method;

discussion methods: seminar, student talk, brainstorming, metaplan (conclusions from discussions in teams presented on the forum in the form of a poster, a multimedia presentation);

exercise and practical methods: auditorium exercises, solving cognitive tasks

Bibliography

Basic

1. Pawlak J.: Podstawy marketingu internetowego dla małych firm, PWSZ im. J.A. Komeńskiego, Leszno, 2011
2. H. Ryan: Growth Hacker Marketing. O przyszłości PR, marketingu i reklamy, Helion, 2015. R.Knosala, A.Boratyńska-Sala, M.Jurczyk-Bunkowska, A.Moczała, Zarządzanie innowacjami, PWE, Warszawa 2014
3. W. Budzyński: Public Relations. Wizerunek. Reputacja. Tożsamość

Additional

1. http://www.pi.gov.pl/PARP/chapter_86000.asp
2. P.F.Drucker, Innowacja i przedsiębiorczość.Praktyka i zasady, PWE, Warszawa 1992
3. J.Antoszkiewicz, Innowacje w firmie. Praktyczne metody wprowadzania zmian, Poltext, Warszawa 2008888

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,0
Classes requiring direct contact with the teacher	30	1,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) ¹	20	1,0

¹ delete or add other activities as appropriate