



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

The art of self-presentation

### Course

Field of study

Year/Semester

Transport

1/2

Area of study (specialization)

Profile of study

-

general academic

Level of study

Course offered in

First-cycle studies

Polish

Form of study

Requirements

part-time

elective

### Number of hours

Lecture

Laboratory classes

Other (e.g. online)

9

Tutorials

Projects/seminars

### Number of credit points

1

### Lecturers

Responsible for the course/lecturer:

Responsible for the course/lecturer:

dr Joanna Małecka

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Faculty of Engineering of Management

Ul. J. Rychlewskiego 2

60-965 Poznań

### Prerequisites

1. Student knows the basic concepts related to the functioning of the individual in society and its institutions - The student knows the basic principles of ethics and savoir vivre as well as the principles of spelling and stylistics of the Polish language
2. Student is able to analyze and evaluate his own and other person's behavior - has the ability to perceive, associate and interpret the behavior of public figures
3. Student is able to communicate efficiently in Polish and cooperate in a team, as well as understand the need to bear social responsibility for his own behavior - especially in terms of ethical and cultural behavior (clothing, use of written and spoken language)



### Course objective

Understanding the complexity of the issues and specificity of the art of self-presentation - with an emphasis on learning how to prepare it independently and apply it in practice in specific social and professional situations

Educating students in the ability to effectively present their own achievements, strengths, plans and intentions, create a first impression, develop the ability to communicate effectively, and make Students aware of the importance of non-verbal communication, the so-called "Body language" that strengthens the verbal message and enable gaining knowledge on how to prepare for the interview

Learning the rules on which effective self-presentation is based, e.g. knowledge of the structure of a good presentation, its design and implementation in effective and effective ways, the principles of effective communication and techniques of exerting social influence, as well as acquiring the ability to use persuasive, negotiating and argumentative methods

### Course-related learning outcomes

#### Knowledge

The student has basic knowledge of managing and running a business and knows the general principles of creating and developing forms of individual entrepreneurship

#### Skills

The student is able to prepare and present, in Polish and English, a well-documented study of problems in the field of transport engineering, including oral presentations.

The student is able to organize, cooperate and work in a group, assuming various roles in it, and is able to properly define priorities for the implementation of a task set by himself or others

#### Social competences

The student can think and act in an entrepreneurial way, incl. finding commercial applications for the created system, taking into account not only business benefits, but also social benefits of the conducted activity

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Formative assessment: ongoing activity in class and participation in discussion; entry tests; works written on the basis of assigned books, articles or films; presentation on a given topic and its delivery during the class; case-study tasks;

Final assessment: arithmetic mean of the forming grades with the rounding conditions specified and placed on the MODDLE platform - no possibility of obtaining a credit without writing a test with a positive grade (min. 55% of points)

### Programme content



1. Social and cultural context of self-presentation behaviors and their consequences. The concept of self-creation. The role and meaning of the art of authentic and false self-presentation. Ars bene dicendi - theory and practice
2. The rules for creating public speaking, types of presentations, multimedia tools and the role in public speaking, the structure of public speaking, preparation of the presentation - selection, planning and arrangement of the material
3. Interpersonal communication I (verbal aspects of communication) - the role of verbal communication in self-presentation and effective communication, communication misunderstandings, active listening techniques, basic negotiation techniques
4. Interpersonal communication II (non-verbal aspects of communication) - body language and proxemics of public speaking - the role of non-verbal communication in self-presentation
5. Methods of exerting influence, building a positive self-image and winning over people - the modern technique of exerting influence
6. Principles of savoir vivre in private and business life
8. CV and interview - preparation for the interview - key questions of the recruiter
9. Stress and stage fright - behavior in emotionally difficult situations and under stress or stage fright

### Teaching methods

Case study, Brainstorming, Discussion - round table, Discussion - pyramid, Discussion - seminar, Discussion - paper

Auditorium exercises, Demonstration method, Project method, Workshop method, essay writing

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 wpływ. Sopot: GWP - dostępna dla Studentów na Moodle jako eBook
3. Szmajke, A. (1999). Autoprezentacja. Maski, pozy, miny. Olsztyn: Ursa Consulting. <https://docer.pl/doc/nxn80> - wersja on-line
4. Davies, P. (2001). Twoja siła przebicia. Warszawa: Amber



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
5. Morreale, S.P., Spitzberg, B.H., Berge, J.K. (2007). Komunikacja między ludźmi, Warszawa
6. Pisarek, W. (2008). Wstęp do nauki o komunikowaniu. Warszawa
7. Szejnberg, A. (2006). Podstawy komunikacji społecznej w edukacji. Wrocław

**Breakdown of average student's workload**

	Hours	ECTS
Total workload	24	1,0
Classes requiring direct contact with the teacher	9	0,5
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) <sup>1</sup>	15	0,5

<sup>1</sup> delete or add other activities as appropriate