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

Social Communication

Course

Field of study	Year/Semester
Management and production engineering	1/2
Area of study (specialization)	Profile of study
-	general academic
Level of study	Course offered in
Second-cycle studies	polish
Form of study	Requirements
part-time	elective

Number of hours

Lecture	Laboratory classes	Other (e.g. online)
12	0	0
Tutorials	Projects/seminars	
0	0	

Number of credit points

2

Lecturers

Responsible for the course/lecturer:

dr inż. Karolina Bondarowska

karolina.bondarowska@put.poznan.pl

pokój 374 budynek A30

Wydział Inżynierii Zarządzania

ul. Jacka Rychlewskiego 2 , 60-965 Poznań

Responsible for the course/lecturer:

Prerequisites

1. Knowledge: Knowledge of interpersonal communication.

2. Skills: Freely communicate and use information from literature and other applicable sources.

3. Social competences: The student is aware of the need to constantly learn and deepen his knowledge and social skills.

Course objective

Getting to know the essence, principles and tools used in social communication. Developing the ability to communicate effectively in various situations of professional life.

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Course-related learning outcomes

Knowledge

1. Has the basic knowledge necessary for effective communication necessary in social communication.

2. He knows the tools used in social communication.

Skills

1. Is able to use the acquired knowledge to communicate effectively.

2. Is able to analyze and evaluate various professional situations and react accordingly.

3. He can choose appropriate methods and tools for social communication.

Social competences

1. He is aware of the need for lifelong learning.

2. Has a sense of responsibility for performing various professional roles, taking into account the changing social needs.

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

- formative assessment: discussions summarizing individual lectures, giving the opportunity to assess the student's understanding of the issues, implementation of tasks on the e-Courses platform, - summative grade: written test in the subject or summative grade based on partial grades.

Assessment criteria:

0-50 points 2,0

51-60 points 3,0

61-70 points 3,5

71-80 points 4,0

81-90 points 4,5

91-100 points 5,0

Programme content

Interpersonal, intrapersonal and social communication. Communication: the process of communication, the influence of the determinants of individual behavior on communication (cognitive system, personality, transactional analysis). Creating an effective team. Team roles. The role of the leader. Delegating tasks. Leadership styles. motivating. Conflicts and ways of solving them. Public speaking. Active listening. Asking questions. On-line speeches. business correspLecture with multimedia presentation, discussion, case studies, e-learning.ondence. Intercultural differences.

Teaching methods

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Lecture with multimedia presentation, discussion, case studies, e-learning.

Bibliography

Basic

1. Hamilton Ch., Skuteczna komunikacja w biznesie, Wydawnictwo naukowe PWN, Warszawa 2011

2. Majka-Rostek D., Komunikacja społeczna a wyzwania współczesności, Wydawnictwo Difin, Warszawa 2010

Additional

1. Red. Potocki A., Zachowania organizacyjne Wybrane zagadnienia, WydawnictwoDifin, Warszawa 2005

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,0
Classes requiring direct contact with the teacher	12	0,5
Student's own work (literature studies, preparation for tutorials, preparation for tests) [1]	38	1,5

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[1] delete or add other activities as appropriate