



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Corporate culture and communication [S2MiBP1E-PE>KOiK]

Course

Field of study

Mechanical and Automotive Engineering

Year/Semester

2/3

Area of study (specialization)

Product Engineering

Profile of study

general academic

Level of study

second-cycle

Course offered in

english

Form of study

full-time

Requirements

compulsory

Number of hours

Lecture

30

Laboratory classes

0

Other (e.g. online)

0

Tutorials

0

Projects/seminars

0

Number of credit points

2,00

Coordinators

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Lecturers

Prerequisites

KNOWLEDGE: Student has fundamental knowledge about management of organizations and about innovativity and quality issues. **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. **SOCIAL COMPETENCES:** Student has the awareness of importance and understands the effects of undertaking of market oriented, quality and innovation sensitive, activities.

Course objective

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.

Course-related learning outcomes

Knowledge

Has general knowledge of standardization, EU recommendations and directives, national, industry and international standards systems, and industrial standards.

Has a basic knowledge of quality management systems.
Has in-depth knowledge of entrepreneurship and business economics.

Skills
Can conduct a debate.
Can write a technical and scientific study in a foreign language on the basis of literature and other sources of information, including internet sources, and present an oral presentation.
He is able to independently plan and implement his own learning throughout life and direct others in this regard.

Social competences
It is ready to fulfill social obligations, inspire and organize activities for the benefit of the social environment.
Is willing to think and act in an entrepreneurial manner.
Is ready to fulfill professional roles responsibly, taking into account changing social needs, including:
- developing the professional achievements,
- maintaining the ethos of the profession,
- observing and developing the rules of professional ethics and acting towards the observance of these rules.

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Preparation and presentation of corporate culture case

Programme content

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.

Teaching methods

Lecture with multi-media presentation, analysis of case studies

Bibliography

1. G. O'Donovan, The Corporate culture handbook. How to plan, implement and measure a successful culture change programme, The Liffey Press London 2006
2. Th. G. Cummings, Ch. G. Worley, Organization development and change, 8th ed., Thomson, South-Western 2005
3. Black, R. J. Organisational Culture: Creating the influence needed for strategic success, London 2003

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,00
Classes requiring direct contact with the teacher	30	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	20	1,00