



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Social Communication

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### Course

Field of study

Management and production engineering

Area of study (specialization)

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Level of study

Second-cycle studies

Form of study

part-time

Year/Semester

1/2

Profile of study

general academic

Course offered in

polish

Requirements

elective

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### Number of hours

Lecture

12

Laboratory classes

0

Other (e.g. online)

0

Tutorials

0

Projects/seminars

0

### Number of credit points

2

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### Lecturers

Responsible for the course/lecturer:

dr inż. Karolina Bondarowska

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pokój 374 budynek A30

Wydział Inżynierii Zarządzania

ul. Jacka Rychlewskiego 2 , 60-965 Poznań

Responsible for the course/lecturer:

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### 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.

### 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 correspondence. Intercultural differences.

### Teaching methods

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) <sup>1</sup>	38	1,5

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