



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

The art of self-presentation [S2Trans1>SzA]

### Course

Field of study

Transport

Year/Semester

1/2

Area of study (specialization)

Logistics of Transport

Profile of study

general academic

Level of study

second-cycle

Course offered in

Polish

Form of study

full-time

Requirements

elective

### Number of hours

Lecture

0

Laboratory classes

0

Other (e.g. online)

0

Tutorials

15

Projects/seminars

0

### Number of credit points

1,00

### Coordinators

dr Agata Branowska

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### Lecturers

### 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:

Student has basic knowledge of managing and running a business and knows the general rules of creating and developing forms of individual entrepreneurship

Skills:

Student is able to communicate in Polish and English using various techniques in the professional environment and in other environments, also with the use of issues related to transport engineering

Social competences:

Student understands the importance of popularizing activities regarding the latest achievements in the field of transport engineering

## Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

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.
2. The rules for creating public speaking.
3. Interpersonal communication I: verbal aspects of communication.
4. Interpersonal communication II: non-verbal aspects of communication.
5. Social influence.
6. Principles of savoir vivre in private and business life
7. CV and interview.
8. Stress and stage fright.

## Course topics

1. 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. 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. The role of verbal communication in self-presentation and effective communication, communication misunderstandings, active listening techniques, basic negotiation techniques.
4. 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. Preparation for the interview - key questions of the recruiter.

7. 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/nxnx80> - 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	30	1,00
Classes requiring direct contact with the teacher	15	0,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	15	0,50