



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Career Building Strategies in Architecture [S2Arch2>SBKwA]

Course

Field of study
Architecture

Year/Semester
2/3

Area of study (specialization)
–

Profile of study
general academic

Level of study
second-cycle

Course offered in
Polish

Form of study
full-time

Requirements
compulsory

Number of hours

Lecture
15

Laboratory classes
0

Other
0

Tutorials
30

Projects/seminars
0

Number of credit points

4,00

Coordinators

Lecturers

Prerequisites

Knowledge Understanding of basic multimedia tools and ability to create presentations. Knowledge of personal branding concepts and its role in shaping an image. Understanding of concepts related to self-presentation and public speaking. Skills Ability to apply theoretical and practical knowledge in creative work. Social Competencies Awareness of the need for continuous learning and skill development. Ability to independently organize work, gather information, analyze, and synthesize.

Course objective

The lectures are intended to prepare students for work as architects. They address issues related to business activity, contracts, legal and business aspects. The exercises are intended to familiarize students with the basic methods of presenting their own design achievements in the space of the architecture market.

Course-related learning outcomes

Knowledge:

Knows and understands issues related to architectural, urban and spatial planning, such as technical infrastructure, communication, natural environment, landscape architecture, economic, legal and social conditions - necessary for understanding social, economic, ecological, natural, historical, cultural, legal and other non-technical determinants of engineering activities and sees the need to take them into

account in architectural, urban and rural design and spatial planning;
Knows and understands ways of communicating the idea of architectural, urban and planning projects and their development;
Knows and understands basic principles of the ethics of the profession of architect and concepts in the field of intellectual property protection.

Skills:

Can use properly such terms as aesthetic value, beauty and aesthetic experience, and perceive a broader, philosophical context of issues related to architectural and urban design;
Can obtain information from literature, databases and other sources, also in a foreign language which is the language of international communication, in order to use them in the design process or - to a basic extent - in scientific activities;

Social competences:

Is capable of formulate and transfer information and opinions to the society on the achievements of architecture and town planning, their complex conditions and other aspects of the architect's activity;
Is capable of formulate reliable self-assessment, formulate constructive criticism regarding architectural and urban planning activities, as well as accept criticism of the solutions presented by them, responding to criticism in a clear and factual manner, also using arguments referring to the available achievements in the scientific discipline, and creative and constructive use of criticism .

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Obtaining a positive grade from the module depends on the student achieving all the learning outcomes listed in the syllabus.

Conditions for passing the lectures:

Formative assessment:

- Active participation in lectures, engaging in discussions on topics discussed during lectures. Active participation in lectures may be the basis for raising the summative grade for the subject.

Summary assessment:

- Assessment of knowledge of the subject in the form of a test. There are two dates for passing, with the second date being a make-up date. A positive grade (3.0) is obtained after exceeding 50% of correct answers. The result of the credit in points, converted to a percentage scale, corresponds to the following grades:

0-50% = 2.0

51-60% = 3.0

61-70% = 3.5

71-80% = 4.0

81-90% = 4.5

91-100% = 5.0

Assigned grading scale: 2.0; 3.0; 3.5; 4.0; 4.5; 5.0.

Exercises:

Formative assessment:

- activity during classes

- attendance at 2/3 of classes

- regular consultations on progress in work

Assigned grading scale: 2.0; 3.0; 3.5; 4.0; 4.5; 5.0

Summary assessment:

- At the end of the exercises, the student prepares an oral presentation of no more than 10 minutes in length, in front of a group with their own, adopted strategy of functioning. Oceania is self-presentation: presentation of competences, clarity of content, articulation and conciseness of statements and self-confidence. The substantive content is assessed: logic of the adopted strategy, adjustment to market needs, tactics and strategic actions.

Appointed grading scale: 2.0; 3.0; 3.5; 4.0; 4.5; 5.0

Programme content

Introduction to career strategies in architecture. Awareness of personal competencies and building a personal brand. The job market in architecture and strategies for job and project acquisition.

Entrepreneurship and running an independent architectural practice. Professional development and lifelong learning. Long-term strategies - how to build a stable and lasting career in architecture?

Course topics

Lectures:

1 - 6. How to build a lasting and stable position in the profession? - industry lectures, organized with the help of the Wielkopolska Chamber of Architects and SARP. Presentation of local architectural studios, discussion of the most important problems related to the work of an architect, applicable ethical principles, implementation of architectural projects, competition and tender procedures, principles of cooperation with the client. Negotiations with clients and management of business relations, protection of the architect's interests in contacts with investors, case studies in project implementation. Various career paths after graduation. Each lecture will be delivered based on personal experience by an invited architect/practitioner - owner or representative of an architectural studio

7. Final test

Exercises:

1. Creating your own image,
2. Building a portfolio - selecting projects, narration, presentation aesthetics
3. Personal branding in social and professional media
4. Relationships in business - B2B and B2C market
5. Shaping your own design philosophy
6. Self-presentation and public speaking
7. Graphic preparation of materials for a master's degree: graphic layout of a written work, graphic layout of design boards.

Teaching methods

1. Lecture - multimedia presentation
2. Debate, student presentations, group work.
3. ekursy.put.poznan.pl (system supporting the didactic process and distance learning).

Bibliography

Basic:

Barta J., Markiewicz R., Prawo autorskie i prawa pokrewne. Komentarz, LEX, 2011 r., wydanie V.

Gałązkiewicz I. - Projektowanie Doświadczeń (2017)

Jaśkiewicz W., A...Symetria umowy, Pracownia Architektoniczna, 2006

Walerjan A., Autorskie prawa osobiste architekta a dopuszczalność wprowadzania zmian w utworze architektonicznym, w: Prawo autorskie w kształceniu i badaniach naukowych architektów. I Konferencja Naukowa z cyklu Prawo Autorskie w Architekturze, Wrocław 2003

Zwierzchowski A., Utwór architektoniczny. Projekt architektoniczny - jedna z postaci utworu architektonicznego, [w:] Projekt architektoniczny jako przedmiot ochrony prawa autorskiego. II Konferencja Naukowa z cyklu Prawo Autorskie w Architekturze, Prace Naukowe Wydziału Architektury Politechniki Wrocławskiej. Prawo autorskie w architekturze, Wrocław 2005.

<https://www.warsztatarchitekta.pl/start-up/start-up-content>

Additional:

Kotler P., Hermawan K., Setiawan I. - Marketing 6.0 (2024)

Bujko M., Hejnowski S. - Siła narracji marketingowej (2018)

McLuhan M. - Understanding Media: The Extensions of Man (2004)

Kutnyj P. - Sztuka autoprezentacji i wystąpień publicznych na żywo i online, Wyd. Naukowe PWN (2020)

Lucas S. E. - The Art of Public Speaking (1983)

Breakdown of average student's workload

	Hours	ECTS
Total workload	100	4,00
Classes requiring direct contact with the teacher	45	2,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	0	0,00