



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Business Communication [S2ETI2>KwB]

### Course

Field of study

Education in Technology and Informatics

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

elective

### Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

15

Projects/seminars

0

### Number of credit points

2,00

### Coordinators

dr Ewa Badzińska

ewa.badzinska@put.poznan.pl

### Lecturers

### Prerequisites

The student is prepared to develop interpersonal and communication competencies in professional and organizational contexts. They possess basic knowledge of how organizations function and understand the role of communication in the workplace. The student demonstrates openness to collaboration, reflection on their own communication style, and a willingness to improve interpersonal skills essential in business interactions.

### Course objective

The aim of the course “Business Communication” is to equip students with the necessary knowledge, skills, and social competences for effective communication in professional and organizational settings. Students develop the ability to understand interpersonal, team, and organizational communication processes, as well as enhance their self-presentation, public speaking, and verbal and non-verbal communication skills in business relations.

### Course-related learning outcomes

Knowledge:

- Possesses structured knowledge of the nature, functions, and importance of communication

within organizations and business environments; understands the basic models and barriers of interpersonal and group communication.

- Knows the principles of effective communication in task teams, organizations, and during public speaking in professional contexts.
- Understands the rules of verbal, non-verbal, and media communication, including the importance of image and ethics in business interactions.

Skills:

- Is able to communicate effectively in a professional environment, selecting appropriate forms and styles of expression according to situational and cultural context.
- Is able to prepare and present information in a clear, logical, and persuasive manner, using communication and self-presentation techniques.
- Is able to identify and eliminate communication barriers in interpersonal and team relations.
- Is able to use information and communication tools that support the process of information exchange within an organizational environment.

Social competences:

- Is ready to build positive relationships in the workplace, adhere to the principles of ethical communication, and collaborate effectively in teams.
- Is prepared to critically assess their own communication behaviors and open to improving interpersonal skills in professional settings.
- Is ready to act responsibly in professional and social relationships, with respect for the principles of professional ethics.

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Formative assessment (ongoing):

Conducted during classes through active participation in discussions, responses to problem-based questions, and short tasks verifying the understanding of discussed issues.

The assessment focuses on student engagement, logical reasoning, and the ability to relate theory to practical aspects of communication.

Summative assessment (final):

Carried out in the form of a written test or exam evaluating theoretical knowledge in the field of business communication, communication models and barriers, as well as principles of self-presentation and ethics in professional communication.

Tutorials

Formative assessment (ongoing):

Based on observation of teamwork, engagement in project tasks, and activity during simulations and workshops.

The assessment covers communication skills within a group, constructive response to feedback, and application of interpersonal communication principles.

Summative assessment (final):

Includes the evaluation of the developed communication project and its presentation.

Criteria: relevance of selected communication solutions, coherence and aesthetics of the project, clarity of message, quality of presentation, teamwork, and reflection on the communication process.

### Programme content

- The essence of business communication - concept, functions, and significance of communication in organizations; the process of communication in the workplace; models of communication in a professional context.
- Interpersonal and group communication - elements, stages, and mechanisms of communication between individuals and within teams; communication barriers and methods of overcoming them.
- Verbal and non-verbal communication in business - body language, tone of voice, posture, gestures; the role of non-verbal communication in professional relations and personal image.
- Self-presentation and public speaking - principles of effective self-presentation, techniques for public and business presentations, stress management in communication situations.
- Rhetoric, eristics, and persuasion in business - argumentation, persuasive techniques, and ethical aspects of influence in professional settings.

- Communication within teams and organizations - information flow in organizational structures, communication roles in groups, the importance of feedback, and communication in management.
- Intercultural communication in business - cultural differences in the communication process, adapting communication styles to international contexts.
- Image and media communication - creating personal and organizational image, communication through social media, and the basics of ethics and responsibility in business communication.

## Course topics

### Lecture

- The nature and importance of business communication - definitions, functions, models, and objectives of communication within organizations.
- The communication process and its elements - sender, receiver, communication channels, feedback, and communication barriers.
- Verbal and non-verbal communication in the workplace - language, tone of voice, gestures, facial expressions, posture, and spatial aspects.
- Self-presentation and public speaking - preparation for public speaking, communication with the audience, and stress management.
- Rhetoric, eristics, and persuasion in business - the art of argumentation, negotiation, and the ethics of influence.
- Communication within teams and organizations - information flow, communication roles, and the importance of feedback.
- Intercultural communication in business - communication styles across cultures, linguistic and social differences, and avoiding stereotypes.
- Image and media communication - creating personal and corporate image, communication through social media.
- Communication conflicts in organizations - sources, reaction styles, mediation, and conflict resolution.
- Summary and evaluation - the role of communication competencies in professional development.

### Tutorials

1. Analysis of selected communication situations in the workplace - identification of barriers and communication errors.
2. Design and presentation of a communication strategy in a project team - developing principles of information exchange and collaboration.
3. Practical self-presentation and public speaking - exercises in verbal and non-verbal communication.
4. Preparation of business messages - writing professional emails, memos, reports, and announcements.
5. Resolving communication conflicts - simulations of negotiations and mediation in a professional environment.
6. Communication in social media - designing image-oriented messages and analyzing examples.
7. Final presentation of the communication project - assessment of both team and individual performance outcomes.

## Teaching methods

Classes are conducted in the form of interactive lectures with elements of discussion and case analysis, as well as projects carried out individually or in teams.

Active learning methods are applied, including case studies, communication simulations, and practical workshops.

Particular emphasis is placed on developing self-presentation skills, teamwork, and the ability to solve communication problems in professional settings.

## Bibliography

### Basic:

- Bralczyk J. (2004), *Język na sprzedaż*, Gdańskie Wydawnictwo Psychologiczne, Gdańsk.
- Bralczyk J. (2001), *Mówi się. Porady językowe profesora Bralczyka*, Wydawnictwo Naukowe PWN, Warszawa.
- Kozłowska A., Piekot T., (2013), *Sztuka pisania. Praktyczny kurs pisania po polsku*, Wydawnictwo Naukowe PWN, Warszawa.
- Mikułowski Pomorski J. (2006), *Jak narody porozumiewają się ze sobą w komunikacji*

międzykulturowej i komunikowaniu medialnym, Universitas, Kraków.

- Nęcki Z. (2000), Komunikacja międzyludzka, Wydawnictwo Antykwa, Kraków.
- Wojciszke B. (2010), Psychologia społeczna, Wydawnictwo Naukowe Scholar, Warszawa.

Additional:

- Grzesiuk A., (red.) (2008), Komunikacja społeczna w edukacji, Wydawnictwo Naukowe PWN, Warszawa.
- Nęcki Z. (1996), Negocjacje w biznesie, Antykwa, Kraków.
- Pease A. (2007), Mowa ciała, Rebis, Poznań.
- Tokarski J. (red.) (2001), Słownik wyrazów obcych, Wydawnictwo Naukowe PWN, Warszawa.
- Wojciszke B. (2006), Człowiek wśród ludzi. Zarys psychologii społecznej, Wydawnictwo Naukowe Scholar, Warszawa.

### 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