



COURSE DESCRIPTION CARD - SYLLABUS

Course name

The Art of autopresentation [S1MiBP1>SZA]

Course

Field of study	Year/Semester
Mechanical and Automotive Engineering	1/2
Area of study (specialization)	Profile of study
–	general academic
Level of study	Course offered in
first-cycle	Polish
Form of study	Requirements
full-time	elective

Number of hours

Lecture	Laboratory classes	Other
15	0	0
Tutorials	Projects/seminars	
0	0	

Number of credit points

1,00

Coordinators

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Lecturers

Prerequisites

1. The Student knows the basic concepts related to the functioning of the individual in society and his institutions - knows the basic principles of ethics and savoir vivre as well as the principles of spelling and stylistics of the Polish language 2. The Student knows how to analyze and evaluate their own and the other person"s behavior - has the ability to perceive, associate and interpret the behavior of public persons 3. The Student is able to communicate efficiently in Polish and work in a team, and understands the need to take social responsibility for their own behavior - especially in terms of ethical and cultural behavior (clothing, written and spoken words)

Course objective

The aim of the course is to provide students with knowledge in the field of self-presentation and public speaking, including the use of multimedia tools. The course covers the principles of effectively presenting one's achievements, the importance of nonverbal communication in social interactions, and the role of application documents, particularly the CV, in the recruitment process. The course also introduces students to the principles of effective self-presentation as well as the basics of argumentative and persuasive techniques.

Course-related learning outcomes

Knowledge:

1. Has basic knowledge of the basics of machine design and the theory of machines and mechanisms, including mechanical vibrations.
2. Is aware of the latest trends in machine construction, i.e. automation and mechatronization, automation of machine design and construction processes, increased safety and comfort of operation, the use of modern construction materials.
3. Has elementary knowledge of the impact of technology changes on the organization of social life as well as the health and psyche of individuals in human-machine contact.

Skills:

1. Can obtain information from literature, the Internet, databases and other sources. Can integrate the obtained information, interpret and draw conclusions from it, and create and justify opinions.
2. Can search in catalogs and on manufacturers' websites ready-made machine components to be used in his own projects.
3. Can apply basic technical standards regarding unification and safety and recycling.

Social competences:

1. Is ready to critically assess his knowledge and received content.
2. Is ready to recognize the importance of knowledge in solving cognitive and practical problems and to consult experts in case of difficulties in solving the problem on his own.
3. Is ready to initiate actions for the public interest.

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

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Formative assessment: current activity during classes and participation in the discussions; preparing presentations in selected areas and its presentation during the classes; tests; written works (essay)

Summative assessment: the arithmetic average of the formative grades with rounding conditions given and placed on the MODDLE / eKursy platform - inability to getting promotion without a final test for a positive grade (min. 50% of points). The lecturer can conduct the final test in on-line formula via the Moodle / eKursy platform

Programme content

the course covers effective communication, influencing others and dealing with professional situations

Course topics

Self-presentation in a social and cultural context: Social and cultural determinants of self-presentation behaviors. Mechanisms of shaping one's self-image and the consequences of self-presentation strategies in interpersonal relations.

Mechanisms of social influence and the role of image: Psychological foundations of social influence, including cognitive heuristics and automatic information processing (e.g., Dual process theory). Classical principles of social influence described by Robert Cialdini and their limitations. The importance of personal image, first impressions, and credibility in social influence processes.

Persuasion and interpersonal communication: Fundamentals of argumentation and persuasion. Cognitive and argumentative biases in communication processes. Principles of effective verbal and nonverbal communication, the role of active listening, and message consistency. Styles of interpersonal communication.

Public speaking and communication with an audience: Principles of preparing and delivering public speeches, structure of presentations, and types of presentations. Design of visual materials and the use of multimedia tools. Mechanisms of audience perception and attention, methods of maintaining engagement, and managing interaction. Coping with stress and stage fright, and functioning in difficult situations. Criteria for analyzing and evaluating public speeches.

Self-presentation in professional contexts – recruitment process: Preparation for job interviews, characteristics of typical recruitment questions, and methods of formulating responses. The importance of self-presentation and communication in candidate evaluation.

Principles of savoir-vivre in social and business communication: Norms of behavior in private and professional relationships. Differences between formal and informal communication. The role of etiquette in

building interpersonal relationships, as well as common mistakes and their consequences.

Teaching methods

The course is delivered primarily through lectures (informative and problem-based), supported by elements of discussion, case study analysis, and multimedia presentations to enhance student engagement and understanding.

Bibliography

- Basic
- O. Erdeli, Ye. Revtiuk, *Komunikacja w zarządzaniu: słownik polsko-ukraiński wybranej terminologii ogólnej*, Radom, Polska: Instytut Naukowo-Wydawniczy "Spatium", 2022 – 235 s.
- Erdeli, O. *Stereotypy w komunikacji międzykulturowej biznesowej*, Wydawnictwo PP, Poznań 2020
- Cialdini, R. (2016). *Wywieranie wpływu na ludzi. Teoria i praktyka*. Sopot: GWP
- Cialdini, R. (2014). *Mała Wielka Zmiana. Jak skutecznie wywierać wpływ*. Sopot: GWP
- Szmajke, A. (1999). *Autoprezentacja. Maski, pozy, miny*. Olsztyn: Ursa Consulting.
- Gasparski, W. (2012). *Biznes, etyka, odpowiedzialność*. Warszawa: PWN
- Forlicz, S. (2008). *Informacja w biznesie*. Warszawa: PWE
- Peale, N.V., Blanchard, K. (2008). *Etyka biznesu*. Warszawa: Studio EMKAPisarek, W. (2008). *Wstęp do nauki o komunikowaniu*. Warszawa
- Szejnberg, A. (2006). *Podstawy komunikacji społecznej w edukacji*. Wrocław

Breakdown of average student's workload

	Hours	ECTS
Total workload	25	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)	10	0,50