

Course title	Business communication workshop						ECTS code		14.03.5341		
							ECTS credits		5		
							max. students		35		
Name of unit administrating study		ITiHM		Field of study		Economics/MSG**		Field of specialisation		NONE;	
Teaching staff		Jacek Winiarski, Associate Professor									
Number of hours											
Lectures	0	Classes	30	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*		3 SS1,			
Hours with the participation of the academic teacher (including office hours, exams, others):						220		Semester:		6,	
Hours without the participation of the academic teacher (student's self-study, homeworks):						530		Type of course:		optional	
Total number of hours:						750		Language of instruction:		English	
Teaching form		blended learning									
Teaching methods		Activating methods in training classes, Collaborating, group activities, Lectures including multimodal presentations, Case studies, E-learning,									
Prerequisites (required courses and introductory requirements)											
Required courses		None.									
Introductory requirements		General knowledge on business processes.									
Assessment method, forms and criteria											
Assessment method		Course completion (graded)									
Assessment criteria		<p>1. Individual presentation in front of the group on the agreed topic.</p> <p>2. Exam is a multiple choice test (20 individual question for ever student). You are given one point for each correct answer. The points are translated into conventional grades using the following algorithm: 51-60% satisfactory (3), 61-70% satisfactory plus (3,5), 71-80% good (4), 82-90% good plus (4+), 91-100% very good (5).</p> <p>The final grade is made up of the following components: 60% presentation on contemporary psychology issues, 30% active participation in debate 10% test.</p>									
Course objectives											
<p>1. To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.</p> <p>2. To understand the importance of specifying audience and purpose and to select appropriate communication choices.</p> <p>3. To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.</p> <p>4. To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.</p> <p>5. To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.</p> <p>6. To develop the ability to research and write a documented paper and/or to give an oral presentation.</p>											
Learning outcomes											
Knowledge	E1_W03	The student has advanced knowledge of the relations and forms of communication of economic entities with public institutions operating in the national, international and intercultural spheres.									
	E1_W04	The student knows the types of connections concerning the exchange of economic and social information and the regularities that govern them.									
	MSG1_W15	The student has advanced knowledge of the management (principles of information exchange) of an economic entity on the international market; knows and understands the strategies and marketing tools used in this management.									
	MSG1_W16	The student has advanced knowledge and understanding of the principles of concluding and conducting economic transactions on the international market as a form of									

		communication.									
Verification of learning outcomes - Knowledge											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W03	X					X	X	X	X		
E1_W04	X					X	X	X	X		
MSG1_W15	X					X	X	X	X		
MSG1_W16	X					X	X	X	X		
Skills	E1_U06	The student uses his knowledge in the field of economics, finance, interpersonal communication and management to resolve economic and social dilemmas that arise at work.									
	MSG1_U10	The student can take an active part in the discussion (as a form of communication), present his own point of view; and supported by arguments based on selected theories, opinions from various authors and / or statistics.									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U06	X					X	X	X	X		
MSG1_U10	X					X	X	X	X		
Attitudes	E1_K06	The student is able to ready to be guided in his professional life (in all forms of communication) by business ethics and corporate social responsibility, respect for others and loyalty to the employer.									
	MSG1_K05	The student is able to correctly identifies, diagnoses and resolves dilemmas and various options for solutions related to the profession through communication processes.									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K06	X					X	X	X	X		
MSG1_K05	X					X	X	X	X		
Course contents											
1. This course provides the knowledge and develops the skills students will need to communicate effectively in a business environment. 2. Related topics integrated throughout the course through the exploration of case study analyzes include global communication, business ethics, the challenges of diversity, and the changing factors influencing business communication. 3. The course focuses on developing the relevant communication techniques required to format and write a wide variety of business documents based on the development of a communication strategy. 4. <i>Preparation of public speaking, presentations, resumes, cover letters and related career development skills are also important topics for practical exercises.</i>											
Recommended reading lists											
Primary literature: 1. Shwom, B., & Snyder, L. G. (2016). <i>Business communication: Polishing your professional presence</i> (3rd ed.). Boston: Pearson. 2. Thill, J. V. and Bovée, C. L. (2015). <i>Excellence in Business Communication</i> , 11th ed. Pearson. ISBN: 0-13-354417-6.											
Supplementary literature:											



1. Lehman C.M., DuFrene D.D., (2013), *BCOM4. South-Western Cengage Learning*. ISBN-13: 978-1-133-56224-5 or ISBN-10: 1-133-56224-8.
2. Smoliński P., Kowalik J., Winiarski J., *Diversity of students' unethical behaviors in online learning amid COVID-19 pandemic: an exploratory analysis*, In: Information systems: 18th European, Mediterranean, and Middle Eastern Conference, EMCIS 2021: proceedings/Themistocleous Marinos, Papadaki Maria (eds.), Lecture Notes in Business Information Processing, 2022, no. 437, Cham, Springer, pp.551-566, ISBN 978-3-030-95946-3. DOI:10.1007/978-3-030-95947-0_39

Contact

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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations