

Subject card

Subject name and code	CV and Presentation Skills, PG_00155931						
Field of study	Management of Healthcare Institutions						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		3.0		
Learning profile	practical		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Wojciech Machel				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		5.0		40.0	75
Subject objectives	The aim of the subject is to develop the ability to build a positive image of a graduate for the needs of selection processes at a potential employer. Recognition and awareness of one's own professional potential in the context of the employer's requirements.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZISZL3_W01] The student has advanced knowledge of the discipline of management and quality sciences and understands its interrelationships with other social sciences.	Has knowledge of what a modern CV and cover letter should look like.	[SW2] presentation/project/paper/report
	[ZISZL3_K01] The student is able to critically analyse the received content with particular emphasis on social and economic sciences.	Has knowledge of what a modern CV and cover letter should look like.	[SK2] presentation/project/paper/report
	[ZISZL3_W02] The student has advanced knowledge and understanding of the interrelationships that exist between the disciplines of management and quality sciences, economics and finance, social communication and media sciences, legal and sociological sciences, which are key to understanding the essence of effective and efficient management of health care units.	Has knowledge of what a modern CV and cover letter should look like.	[SW2] presentation/project/paper/report
	[ZISZL3_U03] The student takes into account in the decision-making process its legal, ethical, social, environmental and economic consequences, while taking into account the specificity of the functioning of medical entities and taking into account the welfare of the patient.	Is able to analyse his/her qualifications and skills and present them in application documents.	[SU6] demonstration of practical skills
Subject contents	1. Analysis of the individual development potential of a university graduate in the context of current employer expectations - diagnosis of the student's potential development directions - diagnosis of one's own strengths and possible limitations 2. Shaping the skills of constructing an employment application in accordance with the current requirements of the labor market (rules of writing and building a positive message in a CV, in a cover letter, using audiovisual techniques, using social networking sites); traps and dangers of writing an employment application, 3. Shaping effective self-presentation in the field of interpersonal communication (rules of effective public speaking, rules of effective image building at the level of verbal and non-verbal communication during a qualification interview), traps and errors in building a persuasive self-presentation; self-diagnosis of speeches and self-presentation using audiovisual techniques 4. Shaping effective behaviors during a job interview (rules of building effective tactics for answering the selector's questions, skillfully discussing your potential and experience according to the assumptions of the STAR behavioral interview, traps and dangers of not controlling behavior and statements during a job interview, learning the methodology of conducting the selection process according to current employer standards, a workshop on recruitment behaviors during interviews using audiovisual techniques).		
Prerequisites and co-requisites	General knowledge about writing a CV.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	report and presentation evaluation	51.0%	100.0%
Recommended reading	Basic literature	1. Cialdini R. Influence on people. Theory and practice, GWP, 2014 2. Hogan K. Psychology of persuasion, Wydawnictwo Jacek Santorski & CO, Warsaw 2001 3. Eggert, M. Perfect answers to questions asked during job interviews. Rebis, Poznań, 2009 4. Hodgson, S. Job interview: brilliant answers to tricky questions. Polskie Wydawnictwo Ekonomiczne, Warsaw, 2013	

	Supplementary literature	1. Leary, M. Impressing Others. On the Art of Self-Presentation. Gdańsk: Gdańskie Wydawnictwo Psychologiczne, 2007 2. Turniak G., Santorski J., Alchemy of Career. Take Your Life into Your Hands., Jarosław Szulski & Co. Publishing House, Warsaw 2012
	eResources addresses	
Example issues/ example questions/ tasks being completed	1. Show your strengths. 2. Show your weaknesses. 3. How can you improve your skills?	
Work placement	Not applicable	

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