

Subject card

Subject name and code	Business communication workshop, PG_00118903						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		English English		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Jacek Winiarski				
	Teachers		dr hab. Jacek Winiarski				
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		0.0		0.0	30
Subject objectives	The goal of the course is to develop practical communication skills in a business context, including effective information exchange, negotiation, conflict management, and building interpersonal relationships in professional settings.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U07] is able to participate in analyses and evaluations of alternative solutions to economic and social problems and to choose the methods and instruments to resolve them rationally	Student is able to participate in analyses and evaluations of alternative solutions to economic and social problems and select appropriate methods and instruments that enable their rational resolution.	[SU2] presentation/project/paper/report
	[MSGL3_W11] has an advanced knowledge of (legal, organisational, ethical) rules and norms organising economic structures and institutions (in particular those on the international market)	The student knows and understands advanced legal, organizational and ethical rules and norms governing the functioning of economic structures and institutions, with particular emphasis on principles applicable in the international market.	[SW2] presentation/project/paper/report
	[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	The student knows and understands general principles of creating and developing forms of individual entrepreneurship, integrating knowledge from economics, finance and management sciences in the context of business decision-making.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[MSGL3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	Student is able to interpret and analyze economic and social phenomena, identifying their causes, course and interrelations using knowledge in the field of economics, finance and international economic relations.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student is able to identify, analyze and resolve ethical dilemmas and select optimal solution variants in situations related to professional practice.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
Subject contents	Basics of Business Communication Principles of effective communication in business, communication barriers, the importance of body language. Presentation and Public Speaking Techniques How to prepare and deliver engaging business presentations. Negotiations in a Business Environment Negotiation strategies, dealing with difficult counterparts, achieving win-win outcomes. Cross-Cultural Communication in Business Understanding cultural differences and their impact on communication. Conflict Management and Difficult Conversations Resolving conflicts in teams and with clients, mediation techniques. Business Writing Skills Crafting professional emails, reports, and business proposals. Building Relationships and Managing Networks The art of networking and maintaining business relationships.		
Prerequisites and co-requisites	- Completion of "Fundamentals of Economics" course - Basic knowledge of MS Office suite		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Egzam	51.0%	5.0%
	Individual presentation in front of the group on the agreed topic	50.0%	80.0%
	Active participation in debate	0.0%	15.0%
Recommended reading	Basic literature	- Adler, R. B., Elmhorst, J. M., & Lucas, K. (2022). <i>Communicating at work: Strategies for success in business and the professions</i> (12th ed.). McGraw-Hill Education. - Guffey, M. E., Loewy, D., & Almonte, R. (2021). <i>Essentials of business communication</i> (11th ed.). Cengage Learning. - Cardon, P. W. (2021). <i>Business communication: Developing leaders for a networked world</i> (4th ed.). McGraw-Hill Education.	

	Supplementary literature	1. Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). <i>Cultures and organizations: Software of the mind</i> (3rd ed.). McGraw-Hill Education. 2. Fisher, R., Ury, W., & Patton, B. (2011). <i>Getting to yes: Negotiating agreement without giving in</i> (3rd ed.). Penguin Books. 3. Bolton, R. (2015). <i>People skills: How to assert yourself, listen to others, and resolve conflicts</i> (3rd ed.). Touchstone.
	eResources addresses	
Example issues/ example questions/ tasks being completed	1. Analysis of a communication scenario: Describe the communication errors made by the team during the negotiation outlined in the attached scenario. Propose three specific ways to improve communication. 2. Preparation of a business presentation: Prepare a plan for a presentation about launching a new product to the market. Include the structure, key information, and methods for engaging the audience. 3. Conflict resolution: In the given case study, a conflict occurred between two team members. Identify its causes and propose steps the manager should take to resolve the situation.	
Work placement	Not applicable	

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