

Subject card

Subject name and code	Business communication workshop, PG_00118903						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master'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	2		Language of instruction		English English		
Semester of study	4		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 aim of the Business Presentation Workshop is to develop the skills of effectively preparing and conducting professional business presentations in the context of logistics and mobility. The student improves communication skills, learns to use appropriate rhetorical, visual and linguistic strategies, and also practices self-presentation and public speaking using specialist terminology and tools supporting presentations in an international environment.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	The student correctly identifies, diagnoses and resolves ethical dilemmas and various solution options related to professional practice in business.	[SK2] presentation/project/paper/report
	[MSGMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	The student demonstrates entrepreneurship and business adaptability, effectively adjusting to changing market conditions, creatively solving problems, managing risk, and building resilience to failures in the context of business operations.	[SK2] presentation/project/paper/report
	[MSGMU2_U01] can creatively interpret and explain complex and atypical economic phenomena and the relations occurring between them, using the acquired knowledge in economics, finance and international economic relations	The student is able to creatively analyze, interpret and explain complex and atypical economic phenomena and their interrelationships, using knowledge in the field of economics, finance and international economic relations.	[SU2] presentation/project/paper/report
	[MSGMU2_W11] has a theoretically grounded, in-depth knowledge of the key issues of managing a business entity on the national and international market and of selected detailed issues of the international supply chain	The student has theoretically grounded and in-depth knowledge of business entity management in domestic and international markets, with particular emphasis on international supply chains.	[SW2] presentation/project/paper/report
	[EKONMU2_W11] knows the detailed principles of establishing and developing forms of individual entrepreneurship, using the knowledge of economics, finance and management sciences	Student knows detailed principles of creating and developing individual entrepreneurship forms, integrating knowledge from economics, finance and management sciences.	[SW2] presentation/project/paper/report
Subject contents	[EKONMU2_U07] can independently propose solutions to complex economic or social problems, select methods of analysis and conduct conclusive procedures in this respect	Student is able to independently identify, analyze and propose solutions to complex economic or social problems, selecting appropriate analytical methods and implementing decision-making procedures leading to their resolution.	[SU2] presentation/project/paper/report
	1. Introduction to the Art of Business Presentation 2. Principles of Professional Communication 3. Presentation Language Style and Terminology 4. Presentation Structure and Logic 5. Content Visualization 6. Presenting Data and Analysis 7. Presentation in an International Environment 8. Individual and Team Presentations 9. Stress Management and Live Speaking		
	• Completion of "Microeconomics" and "Macroeconomics" courses (theoretical foundations) • Basic knowledge of Microsoft Office Suite (PowerPoint, Excel) or Google Workspace		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Presentation	51.0%	100.0%
Recommended reading	Basic literature		
	1. Reynolds, G. (2008). <i>Presentation zen: Simple ideas on presentation design and delivery</i>. New Riders 2. Duarte, N. (2010). <i>Resonate: Present visual stories that transform audiences</i>. John Wiley & Sons.		

	Supplementary literature	1. Tufte, E. R. (2001). <i>The visual display of quantitative information</i> (2nd ed.). Graphics Press. 2. Heath, C., & Heath, D. (2017). <i>Made to stick: Why some ideas survive and others die</i>. Random House.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Which of the presented techniques for managing stress before public speaking are most effective in your case?	
Work placement	Not applicable	

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