

Subject card

Subject name and code	Business communication workshop, PG_00118903						
Field of study	International Business						
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 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		
	[IBL3_K03] is ready to take part in co-organizing activities for social environment and fulfil social obligations of international business stakeholders		The student is ready to co-organize activities for the social environment and fulfill social obligations of stakeholders in the international business environment.		[SK2] presentation/project/paper/report		
	[IBL3_U07] can take part in a debate, is able to present, evaluate and discuss various viewpoints in the field of international business		The student is able to actively participate in debates on international business issues, present their own position, and critically analyze and discuss diverse perspectives and viewpoints in this field.		[SU2] presentation/project/paper/report		
	[IBL3_W04] has a structured knowledge of the world economy, international economic and financial processes and their role in shaping the international business environment		The student knows and understands the mechanisms of the global economy and international economic and financial processes, and is able to assess their impact on shaping the contemporary international business environment.		[SW2] presentation/project/paper/report		

Subject contents	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		
Prerequisites and co-requisites	• 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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