

Subject card

Subject name and code	Business presentation workshop, PG_00178094						
Field of study	Economics, International Economic Relations, 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	5		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	30.0	0.0	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
	[EKONL3_W02] has advanced knowledge of the different types of existing business entities and organisations and public institutions	The student possesses advanced knowledge of the structure, functioning, and specificity of various types of economic entities (private enterprises, cooperatives, state-owned enterprises), economic organizations (banks, financial institutions, stock exchanges), and public institutions (administrative bodies, government agencies, international organizations), and is able to identify their role in the economic system.	[SW2] presentation/project/paper/report
	[IBL3_W01] has knowledge of the discipline of economics and finance, involving critical understanding of theories of international business	The student possesses knowledge in economics and finance encompassing critical understanding of international business theory and is able to effectively present complex economic and financial concepts in a global context, adapting the message to the needs of diverse audiences in an international environment.	[SW2] presentation/project/paper/report
	[MSG3_W01] has an advanced knowledge of economic sciences, in particular of economics and its place in the system of sciences, including within related disciplines	The student possesses advanced knowledge in economic sciences, particularly understands the place of economics within the system of sciences and its connections with related scientific disciplines.	[SW2] presentation/project/paper/report
	[EKONL3_W01] has advanced knowledge of the nature of social sciences, their place in the system of sciences, knows the role of economic sciences in this system and uses universal economic terminology	The student has advanced knowledge of the nature of social sciences and their place in the system of sciences, understands the role of economic sciences within this system, and proficiently uses universal economic terminology in the context of business presentations.	[SW2] presentation/project/paper/report
	[IBL3_W02] knows and understands fundamental concepts and terminology of international business, international economic and financial relations and complementary disciplines	The student knows and understands basic concepts and terminology in the field of international business, international economic and financial relations, and related areas, and is able to effectively communicate and present them in a business context.	[SW2] presentation/project/paper/report
	[MSG3_W02] has an advanced knowledge and understanding of the terminology of international economic relations and complementary disciplines	The student knows and understands at an advanced level the terminology in the field of business presentations, economic environment communication, and complementary disciplines, enabling effective preparation and delivery of presentations for diverse audiences in an international context.	[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		

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