

Subject card

Subject name and code	Business presentation workshop, PG_00178094						
Field of study	Economics, International Economic Relations, Logistics and Mobility						
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	3		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
	[LMMU2_W01] has an in-depth knowledge of the nature of social sciences and their place in the system of sciences; understands the differences between contemporary trends in theory of logistics and mobility	The student is able to present and justify selected theoretical approaches in the field of logistics and mobility, indicating their social conditions and place in the system of sciences. Is able to prepare a presentation reflecting the diversity of contemporary theoretical trends and their practical application in the context of logistics.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGMU2_W02] knows an advanced terminology in the field of international economics, international economic relations and complementary disciplines	The student is able to correctly and freely use advanced terminology in the field of international economics and international economic relations when preparing and delivering presentations. Can adapt the language and structure of the statement to the business and intercultural context, taking care of the precision and professionalism of the message.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
	[MSGMU2_W01] has an in-depth and structured knowledge of economic sciences, in particular economics, its place in the system of sciences, its relations with other sciences and fields of knowledge	The student is able to prepare a presentation showing economics as a science related to other fields, with particular emphasis on its role in logistics and mobility. Is able to clearly present complex economic issues, indicating their practical implications and interdisciplinary nature.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[LMMU2_W02] has an in-depth knowledge of various types of economic entities and organisations, which require logistics support or provide logistics services as well as an extended knowledge of public institutions	The student is able to prepare and professionally present the characteristics of the activities of economic entities and public institutions in the context of their needs or logistics services. Is able to present logistics solutions appropriate to the specifics of a given organization, taking into account its role and functions in the economic system.	[SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[EKONMU2_W01] has an in-depth knowledge of the nature of social sciences and their place in the system of sciences; understands the differences between contemporary trends in economic thought; knows the claims of contemporary economic theories	The student is able to critically and consciously use knowledge of social and economic sciences to prepare and present business presentations, taking into account various trends in economic thought and their impact on decision-making processes in logistics.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[EKONMU2_W02] has an in-depth knowledge of various types of existing economic entities and organisations as well as an extended knowledge of public institutions	The student is able to prepare and present information on the activities of various economic entities and public institutions in a transparent and recipient-specific manner.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
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	0.0%	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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