

Subject card

Subject name and code	Business communication workshop, PG_00117976						
Field of study	International Business						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		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 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		
	[IBMU2_K03] 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 readiness for entrepreneurial thinking and action, adapts to changing business conditions, embraces challenges requiring creative approaches, builds resilience to setbacks, and effectively identifies and manages risks while developing strategies to mitigate threats.		[SK2] presentation/project/paper/report		
	[IBMU2_W04] has an in-depth knowledge of the evolution of theories describing international business and international economic and financial relations		The student has in-depth knowledge of the evolution of theories describing international business and international economic and financial relations.		[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report		
	[IBMU2_U07] can prepare oral presentations on economic and social issues, using specialist theoretical approaches with diverse audiences, can prepare and lead a debate		Is able to prepare and conduct oral presentations and debates on economic and social topics using specialized theoretical approaches, adapting the form of communication to the needs of diverse audiences.		[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report		

Subject contents	1. Basics of Business Communication Principles of effective communication in business, communication barriers, the importance of body language. 2. Presentation and Public Speaking Techniques How to prepare and deliver engaging business presentations. 3. Negotiations in a Business Environment Negotiation strategies, dealing with difficult counterparts, achieving win-win outcomes. 4. Cross-Cultural Communication in Business Understanding cultural differences and their impact on communication. 5. Conflict Management and Difficult Conversations Resolving conflicts in teams and with clients, mediation techniques. 6. Business Writing Skills Crafting professional emails, reports, and business proposals. 7. 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
	Active participation in debate	51.0%	15.0%
	Individual presentation in front of the group on the agreed topic	51.0%	80.0%
	Egzam	0.0%	5.0%
Recommended reading	Basic literature	1. 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. 2. Guffey, M. E., Loewy, D., & Almonte, R. (2021). <i>Essentials of business communication</i> (11th ed.). Cengage Learning. 3. 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		

Document generated electronically. Does not require a seal or signature.