

Subject card

Subject name and code	Self-Presentation, PG_00148175						
Field of study	Insurance - Interdisciplinary Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2025/2026	
Education level	Master's studies		Subject group			Obligatory subject group in the field of study	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	1		Language of instruction			Polish	
Semester of study	1		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit	Zakład Strategii i Zarządzania Przedsiębiorstwem -> Department of Organisation and Management -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Ewa Wycinka				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		10.0		25.0	50
Subject objectives	Developing practical skills in planning and preparing presentations, as well as delivering public speeches.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[UBEZMU2_W08] The student knows the methods and tools, including data and information acquisition techniques, appropriate to the field of insurance and related disciplines.		The student has knowledge of reliable sources of data and information that can be used when preparing public presentations.		[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report		
	[UBEZMU2_U04] The student communicates on specialized topics in the field of insurance with various audiences, including participation and discussion.		The student is able to tailor the content and presentation style to the needs of different audiences.		[SU1] oral statement/conversation/ discussion [SU6] demonstration of practical skills		
	[UBEZMU2_U06] The student is able to independently plan and implement his own lifelong learning and lead others in doing so.		The student can improve their presentation skills by using various tools and resources.		[SU2] presentation/project/paper/ report [SU6] demonstration of practical skills		
	[UBEZMU2_K03] The student thinks creatively, is able to go beyond the usual patterns, is able to think and act in an entrepreneurial manner, is able to adapt flexibly to the requirements of the environment.		The student is able to tailor the content and presentation style to the needs of different audiences.		[SK1] oral statement/conversation/ discussion [SK6] demonstration of practical skills		

Subject contents	1. Preparation of Presentation - features of a good presentation, planning - preparation of content and structure of the presentation.		
	2. Diagnosis of Personal Strengths and Potential Limitations in Developing Communication Skills.		
	3. Using Body Language in Public Speaking - posture, voice, distance, eye contact, attire.		
	4. Principles of Preparing Multimedia Presentations.		
	5. Principles of Effective Image Building on the Level of Verbal and Nonverbal Communication During a Job Interview.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Individual presentation in front of a group on a topic related to insurance.	51.0%	100.0%
Recommended reading	Basic literature	1. L. Buksak, Szkoła mówców. Myśl i prezentuj inaczej niż wszyscy, HELION, Gliwice 2019.	
		2. M. Kot-Radojeska, Praca. Jak napisać skuteczne CV? Poradnik dla poszukujących pracy, GREG, 2020.	
		3. M. Maja - Osytek, Komunikacja niewerbalna. Autoprezentacja, Relacje, Mowa ciała, Samo Sedno Edgard, Warszawa 2014.	
		4. Hodgson, S. Rozmowa kwalifikacyjna: błyskotliwe odpowiedzi na podchwytliwe pytania. Polskie Wydawnictwo Ekonomiczne, Warszawa, 2013	
	Supplementary literature	1. A. Jay, R. Jay, Skuteczna prezentacja, Zysk i S-ka, Poznań 2001. 2. G. Łasiński, Sztuka prezentacji, Wydaw. eMPI2, Poznań 2000. 3. Komunikacja i prezentacje wg Johna Adaira, Thomas N. (red.), Oficyna Wydawnicza Wolters Kluwer business, Kraków 2009. 4. C. Stuart, Sztuka przemawiania i prezentacji, Książka i Wiedza, Warszawa 2006.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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