

Subject card

Subject name and code	Building a Professional Image in the Job Market, PG_00211332						
Field of study	Management of Artistic Institutions						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
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	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Department of Organisational Behaviour -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Joanna Litwin				
	Teachers						
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		2.0		18.0	50
Subject objectives	The aim of the course is to develop students' ability to present themselves in a positive light during recruitment processes with potential employers (by preparing modern application documents and conducting job interviews), as well as their ability to prepare for and deliver public presentations.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZIAL3_K01] They are prepared for a critical assessment of their knowledge and skills in the fields of art studies and the management of artistic institutions.	They are prepared to critically assess their knowledge and skills in relation to navigating the labour market. They understand that keeping up with trends, broadening their knowledge and continuously improving their skills are essential for successfully finding a satisfying job.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK6] demonstration of practical skills
	[ZIAL3_W03] They possess advanced detailed knowledge of specific topics within arts studies, management and quality studies, literary studies, as well as auxiliary and related studies, with a focus on practical applications in managerial and/or artistic activity.	They are able to describe the key stages of the recruitment process, taking into account the roles of the various parties involved. They have knowledge of methods for building and enhancing a candidate's profile in the labour market.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[ZIAL3_U04] They are capable of actively participating in debates regarding art, literature, and arts management, presenting, evaluating, and discussing various viewpoints.	Is able to identify an appropriate strategy during the recruitment process. Is able to communicate with those around them in such a way as to increase the likelihood of achieving the desired outcome in the recruitment process.	[SU1] oral statement/conversation/discussion [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[ZIAL3_W04] They possess an understanding of contemporary artistic life and basic knowledge of both Polish and international arts and cultural institutions, with a focus on practical applications in managerial and/or artistic activity.	They have knowledge of current best practices and methods for job-seeking and for delivering public presentations in recruitment situations, regardless of whether they are acting as an employer or a job applicant.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
Subject contents	1. Self-assessment of one's individual potential as a job candidate – identifying one's own strengths and potential limitations. 2. Application documents: types, conditions of use, guidelines for preparation, assessment of the completeness, accuracy and appeal of their various sections, and tailoring them to the requirements of the labour market and employers' expectations. 3. Drafting a CV using various formats; tailoring an individual CV to specific job vacancies 4. Job interview: principles and stages of preparation for both the employer and the job candidate; principles for developing effective strategies for answering the recruiter's questions; the STAR model; pitfalls and risks of failing to control one's behaviour and speech during a job interview, 5. Preparing for and conducting a job interview in various recruitment scenarios, with different types of employers and job candidates. 6. Self-presentation: principles of effective public speaking; principles of effectively building one's image through verbal and non-verbal communication; pitfalls and mistakes in crafting a persuasive self-presentation; self-assessment of public speaking and self-presentation using audiovisual techniques. 7. Preparation and delivery of a presentation on a specified topic in accordance with the principles.		
Prerequisites and co-requisites	Attendance at all classes is mandatory unless the student has obtained the Dean's approval to follow an individual study plan.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project – completion of individual and student group assignments (substantive quality, accuracy in line with current knowledge, timeliness)	90.0%	70.0%
	Test	51.0%	30.0%
Recommended reading	Basic literature	1. L. Buksak, Ty też jesteś mówcą, Helion, Gliwice 2025. 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	
	Supplementary literature	1. A. Jay, R. Jay, Skuteczna prezentacja, Zys i S-ka, Poznań 2001. 2. Skuteczna rekrutacja 2.0, Infor, Warszawa 2019. 3. D. Doliński, T. Grzyb, Sto technik wpływu społecznego, Sopot 2022 4. C. Stuart, Sztuka przemawiania i prezentacji, Książka i Wiedza, Warszawa 2006.	
	eResources addresses		

Example issues/ example questions/ tasks being completed	1. Prepare your CV in either a chronological or functional format, tailored to the selected/specified job vacancy. 2. Draw up a script for an interview with a candidate for the specified position.
Work placement	Not applicable

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