



DESCRIPTION OF THE OBJECT

FIELD OF STUDY	Management
SPECIALISATION	Trade and services
MODE OF STUDY	Full-time studies / Part-time studies
SEMESTER	4

Name of the subject	Communication in trade and services
Hourly dimension of particular forms of classes	Full-time studies – 30 Part-time studies - 18
	• lectures Full-time studies – 10 Part-time studies – 8
	• other forms Full-time studies – 20 Part-time studies – 10

Learning objectives:	<ul style="list-style-type: none"> – To introduce students to the processes and principles of verbal communication in business – to acquaint students with the theory and practice of non-verbal communication – To make students aware of the principles of internal communication in companies and intercultural differences in their international branches – To acquire by the students the practical skills of interpersonal communication in business contacts
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Learning outcomes for the subject	
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Number	Learning outcomes, a student who has successfully completed the course will be able to:	Reference of learning outcomes for the programme	The reference to the learning outcomes for the area
EK_W01	define the essence and elements of effective communication process in business, enumerate the tools of internal communication in a company and indicate the importance of cultural differences in international communication	K_W13	P6S_WK
EK_U02	lead a discussion using the principles of effective argumentation, including during difficult situations in communication with a client (or a contractor or employees)	K_U12	P6S_UK
EK_U03	define and apply the principles of written correspondence in business communication and telephone conversation	K_U14	P6S_UO

EK_U04	prepare a public speech - individual or team - using the norms of the verbal and non-verbal communication process	K_U02 K_U08	P6S_UW
EK_K05	discuss techniques of influencing people and the principles and importance of assertiveness in business communication	K_K04 K_K07 K_K09	P6S_KO P6S_KR

Content number	Educational/ curricular content	Reference to learning outcomes for the subject
	Lectures\Exercises	
T_01	Communication - essence and meaning. Forms and types. The process of effective communication and its barriers. New trends in communication.	EK_W01
T_02	Verbal communication. Public speaking - planning, preparation. Presentation - organisation of the speech, supporting materials, behaviour during the speech. Team presentations	EK_K04
T_03	Leading the discussion. Types of questions and how to ask them. Giving answers to questions - rules of effective argumentation. Effective listening.	EK_K04 EK_U02
T_04	Difficult situations in communicating with the customer	EK_U02
T_05	Written communication - principles of correspondence in business. Electronic correspondence. Computer graphics. Communication in multimedia. Multimedia presentation	EK_U03
T_06	Business telephone calls. Tele- and video-conferencing.	EK_U02 EK_U03
T_07	Non-verbal communication. Body language	EK_K04 EK_K05
T_08	Professional and private image - its importance in business. Rules of savoir-vivre.	EK_W01 EK_K04 EK_U02
T_09	Assertiveness in communication	EK_K04 EK_U02 EK_K05
T_10	Techniques for influencing people. Ethical aspects	EK_U02 EK_K05
T_11	Internal communication tools in the company	EK_W01 EK_U03
T_12	International communication and cultural differences	EK_W01 EK_U03

Methods and forms of teaching	Educational and curricular content
Lecture with multimedia presentation of selected issues	
Conversation lecture	T_01 – T_12

Problem-based lecture	
Informative lecture	
Discussion	
Working with text	
Case study method	
Problem-based learning	
Didactic/simulation game	
Exercise method	
Workshop method	T_01 – T_12
Project method	
Multimedia presentation	
Audio and/or video demonstrations	
Activation methods (e.g. brainstorming, SWOT analysis technique, decision tree technique, „snowball” method, constructing „mind maps”)	
Other (which ones?) - ...	
...	

Evaluation criteria in relation to particular learning outcomes				
Learning outcome	For assessment 2	For assessment 3	For assessment 4	For assessment 5
EK_W01	The student does not know any basics of the communication process in business - he/she is not able to determine the essence and list the elements of effective communication process in business	Students will be able to identify the essence and elements of an effective communication process in business	Students will not only be able to define the essence and elements of an effective communication process in business, but also enumerate the tools of internal communication in a company	Students will not only be able to define the essence and elements of an effective communication process in business, but also enumerate the tools of internal communication in a company and describe cultural differences in international communication
EK_U02	The student does not know the principles of Preparing a public speech - neither individual nor team. Does not know the principles of verbal and non-verbal communication process	The student knows the principles and is able to prepare a public speech - individual or team - using the basic principles of the verbal and non-verbal communication process	Student knows the principles and can prepare a public speech - individual and team - using the basic norms of the verbal and non-verbal communication process	Student knows the detailed rules of verbal and non-verbal communication process and, based on them, is able to prepare a public speech - individual and team
EK_U03	The student does not know the principles of conducting a discussion using effective argumentation, including the process of communication in difficult situations with a customer (contractor or employees)	The student knows the principles of conducting a discussion using effective argumentation, including the process of communication in difficult situations with a customer (contractor or employees)	The student not only knows the principles of discussion in the processes of communication in business, but is able to lead such a discussion using the principles of effective argumentation	The student not only knows the principles of discussion in the processes of communication in business, but is also able to lead such a discussion using the principles of effective argumentation, including during difficult situations in communication with a customer (or counterparty or employees)
EK_U04	The student is unable to identify and apply the principles of written correspondence in business communication	The student will be able to identify and apply basic rules of written correspondence in business	Students will learn to identify and apply the basic principles of written correspondence,	Student knows the detailed rules of written correspondence in business communication, including electronic

	and telephone conversation	communication and telephone conversation	including electronic correspondence, in business communication and telephone conversation.	correspondence and telephone conversations
EK_K05	The student is not able to discuss techniques of influencing people and the principles and importance of assertiveness in business communication	The student is able to discuss to a basic extent techniques of exerting influence on people and the principles and significance of assertiveness in business communication.	The student will be able to discuss techniques of influencing people and the principles and importance of assertiveness in business communication	Student fully knows the techniques of influencing people and the principles and importance of assertiveness in business communication

Verification of learning outcomes	EK symbols for the module/subject				
	W01	W02	U03	U04	K05
Written examination					
Oral examination					
Written credit					
Oral credit	X	X	X	X	X
Written colloquium					
Oral colloquium	X	X	X	X	X
Test					
Project					
Written work					
Report					
Multimedia presentation					
Work during exercise					
Other (which?) -					

Hourly teaching load and student workload	Full-time studies	Part-time studies
1. Lectures (joint participation of academics and students)	10	8
2. Other forms (joint participation of academic staff and students)	20	10
3. Consultation with the teacher	-	-
Total 1+2+3	30	18
4. Internships (carried out by students on their own)	—	—
5. Student's own work (including homework and project work, preparation for a credit/exam)	20	32
Total 4+5	20	32
SUMMARY 1+2+3+4+5	50	50
Total ECTS credits according to the study plan	2	

Reference literature	<ol style="list-style-type: none"> 1. Blythe J., Komunikacja marketingowa, PWE, Warszawa 2002 2. Pease A. i B., Mowa ciała, Rebis, Poznań 2008
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	<ol style="list-style-type: none"> 3. Stone M., Bond A., Blade E., Marketing bezpośredni i interaktywny, PWE, Warszawa 2007 4. Komunikacja marketingowa, red. M. Rydel, ODDK, Gdańsk 2001 5. Oczkoś M., Sztuka poprawnej wymowy, czyli o bełkotaniu i fałunieniu, Wydawnictwo RM, Warszawa 2007
<p>Complementary literature</p>	<ol style="list-style-type: none"> 6. Cialdini R., Wywieranie wpływu na ludzi. Teoria i praktyka, Gdańskie Wydawnictwo Psychologiczne, Gdańsk 1998 7. Kotler P., Armstrong G., Saunders J., Wong V., Marketing. Podręcznik europejski, PWE, Warszawa 2002 8. Leary M., Wywieranie wrażenia na innych. O sztuce autoprezentacji, Gdańskie Wydawnictwo Psychologiczne, Gdańsk 1999 9. Pankiewicz K., Alchemia sprzedaży, Helion, Gliwice 2007