



**FACULTY: *Economic and Social Sciences***  
**COURSE: *Economics***  
**LEVEL OF EDUCATION: *first-level studies (bachelor)***  
**FORM OF EDUCATION: *full-time***  
**PROFILE: *practical***

## SUBJECT CARD (*Syllabus*)

Course name: <b>COMMUNICATION IN BUSINESS – university-opened lecture</b>					<b>ECTS credits: 0.5</b>	
Instructor: according to the cast and timetable						
Year: <b>1, 2, 3</b>	Lectures	Seminars	Laboratory exercises	Exercise	BUNA*	Form of credit*
Semester: <b>2,4,6</b>	<b>15</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>Z</b>
*W-lecture E – exam; Z – pass; ZO – passing with an assessment; BUNA – without the participation of an academic teacher						
<b>Subject Purpose:</b> Developing practical skills in using the methods of mass and interpersonal communication in business activities.  Developing the ability to select effective and efficient forms of communication between the company and the environment						
<b>Didactic methods:</b> 1. giving – an information lecture, 2. problem – problem lecture, 3. activating – discussion.						
<b>Prerequisites:</b> <i>None</i>						
<b>No</b>	<b>Subject matter of the classes</b>					
<b>I</b>	1. Interpersonal and mass communication in business. 2. Conditions for the implementation of the communication process in business activities. 3. Methods of communication, typology of communication processes in business. 4. Relations between phenomena, entities and structures in business communication. 5. Methods enabling the study of the effectiveness and efficiency of the communication process in business. 6. Legal acts and other regulations related to the process of communication and image creation in the market environment. 7. Innovative forms of communication in business – role and directions of development. 8. Integration and coordination of communication with the company's environment.					
<b>II</b>	<b>SEMINARS: not applicable</b>					
<b>III</b>	<b>LABORATORY EXERCISES : not applicable</b>					
<b>IV</b>	<b>EXERCISES: not applicable</b>					
<b>In</b>	<b>BUNA: not applicable</b>					
<b>Learning outcomes</b>						
<b>Directional effects – symbol and specification</b>				<b>Objective effects – specification</b>		
in the field of <b>KNOWLEDGE:</b>						



P6U_W	P6S_WGP6S_WK	<b>E1_W03</b> Identifies mutual relations between economic phenomena, entities, structures and institutions on a microeconomic and sectoral scale, both in real and monetary terms, including in the field of selected specialization in the field of economics. Knows how to put this knowledge into practice.	Has knowledge of the essence and scope of interpersonal and mass communication in business. Discusses the conditions for the implementation of the communication process in business activity – interpersonal and mass communication. It describes the relationships between phenomena, entities and structures in business communication.
P6U_W	P6S_WG	<b>E1_W05</b> Knows and understands at an advanced level the knowledge of man as an entity creating economic structures; knows the rules of human behavior in terms of satisfying needs, has elementary knowledge of the principles and motives of human action in the process of creating and implementing tasks and organizational changes of these structures. Knows how to apply knowledge in practice.	
<b>in terms of SKILLS:</b>			<p>Lists methods enabling the study of the effectiveness and efficiency of the communication process in business. Presents legal acts and other regulations related to the process of communication and image creation in the market environment.</p> <p>Implements solutions for effectively building a positive image of the organization, selects activities enabling the optimization of communication activities. Settles in-depth ability to prepare speeches oral communication.</p> <p>Actively participates in activities related to the communication process, cooperates in a team. Is able to work in a group, taking on different roles in it, in particular the role of leader</p>
P6U_U	P6S_UK P6S_UO	<b>E1_U04</b> Communicates efficiently using terminology from the field of economic and related sciences both in a team of employees and use the advice of specialists from various fields of knowledge. Is able to present his own ideas and views attractively and convincingly.	
P6U_U	P6S_UW P6S_UK P6S_UO	<b>E1_U07</b> Is able to cooperate with other people as part of teamwork or as a leader; takes a department in the analysis and evaluation of alternative solutions to economic problems and chooses methods and instruments to rationally resolve and optimize them.	
<b>in the field of SOCIAL COMPETENCES:</b>			Understands the need to supplement knowledge in the field of effective and efficient communication of individual and mass organizations. Thinks and acts in an entrepreneurial way, uses multimedia means for communication in business.
P6U_K	P6S_KK P6S_KR	<b>E1_K01</b> Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks the opinion of experts in case of difficulty in solving the problem on their own.	



P6U_K	P6S_KO P6S_KR	<b>E1_K02</b> Is able to actively cooperate in teams, including international ones, and take on various roles with respect for social, cultural and legal norms, and perform responsible roles in the team, being aware of the decisions they make, and also takes responsibility for the results of their work and the whole team.	Is guided by personal values related to ethics and social responsibility in the field related to the activity of building a communication bond of business and the market environment. Is prepared to work and communicate in a team.
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### Ways to verify the outcome of this learning (**KNOWLEDGE, SKILLS, SOCIAL COMPETENCES**)

Effects(symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Activity in class	Participation in the	Individual project	Group project
E1_W03, E1_W05,	X							X			
E1_U04, E1_U07	X							X	X		
E1_K01, E1_K02,						X			X		

### Form and conditions of passing the subject:

The basis for obtaining credit/zal is:

- presence of 100%; confirmed by an entry on the attendance list,
- possible 10% absence balanced in a manner individually agreed with the lecturer,
- active participation in lectures (joining the discussion initiated by the lecturer, showing interest in the issues discussed during the lecture),
- positive assessment from the response matching test.

The test is in writing – a test of matching answers. Each correct answer is 1 point, no answer or incorrect answer 0 points, a minimum of 60% of correct answers qualify for a positive rating.

### Assessment criteria from the test

Assessment	Very good (5.0)	Good plus (4.5)	Good (4.0)	Sufficient plus (3.5)	Sufficient (3.0)	Insufficient (2.0)
% of correct answers	93-100%	85-92%	77-84%	69-76%	60-68%	59% and less

### Conditions for making up classes abandoned for justified reasons:

Making up for abandoned classes is possible only in the case of a student's illness documented by sick leave or other random reasons. Justification of classes and passing of the material being the subject of lectures during the absence is made by the lecturer conducting the classes

### The student's workload needed to achieve learning outcomes during hours and ECTS credits

#### Contact hours with an academic teacher

Types of classes	Number of hours
Participation in lectures	15
Participation in seminars	
Participation in exercises	
Participation in laboratory classes	
Consultations (2 hours for the lecture, 1 hour for one group of quarters, conv., sem.)	
<b>Sum of</b>	<b>15</b>

  

Form of student work	Number of hours
Preparing for classes	

#### Student's own work divided into time ( examples of student work forms)



Writing a paper/project/essay	
Gathering materials and preparing presentations	
Self-reading	
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for written/oral credit in a subject	
<b>Sum of</b>	
<b>Total</b> (contact hours + student's own work)	
	<b>0,5 ECTS</b>
1.including the number of ECTS credits for contact hours with the direct participation of an academic teacher	
2.including the number of ECTS credits for hours carried out in the form of independent work	
<b>Classes with a practical profile</b>	
<b>Types of classes</b>	<b>Number of hours</b>
Participation in laboratory exercises	
Preparing for practical credit	
<b>Sum of</b>	
Number of ECTS credits for practical classes	
<p><b>Basic literature:</b></p> <ol style="list-style-type: none"> <li>1. J. Schiefelbein, Effective Business Communication, John Wiley &amp; Sons Inc, Hoboken 2023.</li> <li>2. D. Borthwick, Body Language. How to Read Any Body – The Secret To Nonverbal Communication to Understand &amp; Influence In, Business, Sales, Online, Presenting &amp; Public, Derek Borthwick All Rights Reserved, 2022.</li> </ol> <p><b>Supplementary literature:</b></p> <ol style="list-style-type: none"> <li>1. M.T. Violanti, S. Kelly, Business and Professional Communication Playbook, SAGE Publications Ltd, Thousand Oaks 2023.</li> </ol>	
<b>Acceptance of the Vice-Rector:</b>	