

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Social communication in organizations		Code 1011105311011188870
Field of study Engineering Management - Part-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 1 / 1
Elective path/specialty Communication Management in	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) part-time	
No. of hours Lecture: 14 Classes: - Laboratory: - Project/seminars: -		No. of credits 3
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art		ECTS distribution (number and %)
Responsible for subject / lecturer: dr Jerzy Przybysz email: jerzy.przybysz@put.poznan.pl tel. 61 665 34 00 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	The student knows basic concepts related with the social groups, knows interpersonal rules.
2	Skills	The student has skills of noticing, associating and interpreting occurrences in social groups.
3	Social competencies	The student is aware of the meaning of the social communication in the professional and private life.
Assumptions and objectives of the course: Developing by students social abilities, i.e. the teamwork, effective negotiations, presentations, active listening.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. The student has knowledge about communication systems and styles in the enterprise. - [K1A_W06]		
2. He knows methods of solving social conflicts. - [K1A_W06; K1A_W08]		
3. He has knowledge about preparation of the presentation. - [K1A_W15]		
Skills:		
1. He is able to analyze and to assess communication styles in the society. - [K1A_U01; K1A_U02]		
2. He uses the acquired knowledge to solve social conflicts in team. - [K1A_U03, K1A_U05; K1A_U08]		
3. He can prepare the presentation. - [K1A_U09; K1A_U10]		
Social competencies:		
1. He is able to act according to social rules in the given group. - [K1A_K01]		
2. He is able to recognize and to solve social conflicts in teams. - [K1A_K04]		
3. He is able to analyse independently social situations and to develop the knowledge concerning the social communication. - [K1A_K06]		
Assessment methods of study outcomes		
Discussions; written test		
Course description		

<p>1. Introduction to the social communication - Essence of the communication. Model of the process of communication. Elements of the process of communication. Understanding linguistic announcements. Communications functions. Interpersonal communication, social communication, public communication, mass communication.</p> <p>2. Social competencies as basic skills of the manager. Issue of manager' occupational competencies. Technical competencies, Social competencies. Influence of managers' social competencies on the tasks in the organization.</p> <p>3. Communication with the external environment. Public relations as the part of the communication system. The Internet as the base of the modern communication in the enterprise. MIX marketing. Mass media.</p> <p>4. The social conflict and negotiations. Sources of conflicts in the organization. Ways of resolving conflicts. Effective conflict management. Negotiations in the organization. Techniques of negotiation.</p> <p>5. The presentation as the interactive form of communication. Preparing the presentation. The structure and principles the presentation. Features of the professional presentation. Analysis of the audience. Structure of sentences. Non-verbal behaviours during the presentation</p> <p>6. International communication - cultural differences in the everyday life, in public, business and other behaviours. Differences in the non-verbal communication, in managing of space and time. Stereotypes, cultural discrimination.</p> <p>7. The manipulation as the special case of the social communication - how to defend oneself against the manipulation? The communication as the mean of manipulation of the potential interviewed person. Techniques of the manipulation. Examples of the manipulation.</p>
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Basic bibliography:

1. Morreale S.P., Spitzberg B.H., Barge J.K., Komunikacja między ludźmi, PWN, 2007
2. 2. Nęcki Z. ?Komunikacja międzyludzka? Kraków 1996
3. 3. Stankiewicz J., Komunikowanie się organizacji, Wrocław, 1999

Additional bibliography:

1. 1. Jabłonowska, L., Wachowiak, P., Winch, S., ?Prezentacja profesjonalna. Teoria i praktyka?, Difin, Warszawa, 2008
2. 2. Mruk H. ?Komunikowanie się w biznesie? Poznań 2002,
3. 3. Robbins S., Zachowania w organizacji, PWE, Warszawa, 1998

Result of average student's workload

Activity	Time (working hours)	
1. Lectures	16	
Student's workload		
Source of workload	hours	ECTS
Total workload	30	2
Contact hours	30	1
Practical activities	0	0