

<b>STUDY MODULE DESCRIPTION FORM</b>		
Name of the module/subject <b>Internal communication in the organization</b>		Code <b>1011105331011108877</b>
Field of study <b>Engineering Management - Part-time studies -</b>	Profile of study (general academic, practical) <b>(brak)</b>	Year /Semester <b>2 / 3</b>
Elective path/specialty <b>Communication Management in</b>	Subject offered in: <b>Polish</b>	Course (compulsory, elective) <b>elective</b>
Cycle of study: <b>Second-cycle studies</b>	Form of study (full-time, part-time) <b>part-time</b>	
No. of hours Lecture: <b>14</b> Classes: <b>12</b> Laboratory: <b>-</b> Project/seminars: <b>-</b>		No. of credits <b>2</b>
Status of the course in the study program (Basic, major, other) <b>(brak)</b>		(university-wide, from another field) <b>(brak)</b>
Education areas and fields of science and art		ECTS distribution (number and %)
<b>Responsible for subject / lecturer:</b> dr Jakub Pawlak email: jakub.pawlak@put.poznan.pl tel. 61 665 33 89 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań		<b>Responsible for subject / lecturer:</b> dr Jakub Pawlak email: jakub.pawlak@put.poznan.pl tel. 61 665 33 89 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań
<b>Prerequisites in terms of knowledge, skills and social competencies:</b>		
1	<b>Knowledge</b>	The student knows basic concepts related with the social groups, knows interpersonal rules.
2	<b>Skills</b>	The student has skills of noticing, associating and interpreting occurrences in social groups.
3	<b>Social competencies</b>	The student is aware of the meaning of the social communication in the professional and private life.
<b>Assumptions and objectives of the course:</b> Developing by students social abilities, i.e. the teamwork, effective negotiations, presentations, active listening.		
<b>Study outcomes and reference to the educational results for a field of study</b>		
<b>Knowledge:</b>		
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]		
<b>Skills:</b>		
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]		
<b>Social competencies:</b>		
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]		
<b>Assessment methods of study outcomes</b>		
Discussions; written test		
<b>Course description</b>		

<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>		
<b>Basic bibliography:</b>		
<b>Additional bibliography:</b>		
<b>Result of average student's workload</b>		
<b>Activity</b>	<b>Time (working hours)</b>	
1. Lectures	30	
<b>Student's workload</b>		
<b>Source of workload</b>	<b>hours</b>	<b>ECTS</b>
Total workload	30	2
Contact hours	30	1
Practical activities	0	0