POZNAN UNIVERSITY OF TECHNOLOGY

EUROPEAN CREDIT TRANSFER AND ACCUMULATION SYSTEM (ECTS)

pl. M. Skłodowskiej-Curie 5, 60-965 Poznań

COURSE DESCRIPTION CARD - SYLLABUS

Course name
Self-presentation

Course

Field of study	Year/Semester
Aviation and cosmonautics	4/7
Area of study (specialization)	Profile of study
-	general academic
Level of study	Course offered in
First-cycle studies	polish
Form of study	Requirements
part-time	compulsory

Number of hours

Lecture	Laboratory classes	Other (e.g. online)
18	0	0
Tutorials	Projects/seminars	
0	0	

Number of credit points

3

Lecturers

Responsible for the course/lecturer:

Agata Branowska

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tel. 600110061

Wydział Inżynierii Zarządzania

ul. Rychlewskiego 2

Responsible for the course/lecturer:

Prerequisites

Basic communication knowledge. Can apply the scientific method in problem solving, experimentation and inference. He knows the limitations of his own knowledge and skills; can precisely formulate questions, understand the need for further education.

Course objective

- Familiarizing students with the basic issues of self-presentation, methods of influencing interlocutors, listeners, viewers, shaping their own image

- Acquiring the knowledge and skills necessary to properly prepare a public speech, its implementation and evaluation

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- Getting to know your own communication skills regarding self-presentation

- Improving own competence gaps during public speeches

- Improving the communication coherence between verbal and non-verbal messages during public speaking

Course-related learning outcomes

Knowledge

Knows the general principles of creating and developing forms of individual entrepreneurship, also taking into account time management, as well as the skills of proper self-presentation, using knowledge in the field of science and scientific disciplines relevant to aviation and astronautics

Skills

Student is able to prepare and present a short verbal and multimedia presentation devoted to the results of an engineering task

Social competences

Student understands the need for lifelong learning; is able to inspire and organize the learning process of other people is aware of the social role of a technical university graduate, and especially understands the need to formulate and convey to the society, in particular through the mass media, information and opinions on technological achievements and other aspects of engineering activities;

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Written credit for the lecture (test)

Programme content

1. The essence of self-presentation. Self-presentation techniques. First impression effect - analysis of the phenomenon.

2. Types, goals and stages of preparing public speaking. The main principles of preparing an effective presentation. The art of creating correct multimedia presentations. Presentation techniques.

3.Analysis of the audience, gaining the involvement of participants.

4. Verbal and non-verbal communication by a professional presenter.

5. Credibility of the presenter. Build self-confidence during your presentation. Engaging the audience in public speaking.

6. Analysis of problems during public speaking. Coping with stress during the presentation. Ability to answer difficult questions from the audience.

7. Exerting influence in public speaking. Persuasion and manipulation.

8. Social intelligence, the importance of emotions in the processes of interpersonal communication.

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9. Self-presentation during the employee selection process - interview.

Teaching methods

Exercise method (subject exercises, practice exercises) - in the form of auditorium exercises (application of acquired knowledge in practice - may take various forms: solving cognitive tasks or training psychomotor skills; transforming a conscious activity into a habit through repetition). Workshop method (short lecture, presentation of a behavior pattern) and skills training - mainly used in specialized vocational training)

Bibliography

Basic

1. Stewart J. (red.), Mosty zamiast murów. O komunikowaniu się między ludźmi, Wydawnictwo Naukowe PWN, Warszawa, 2002 (lub wydania późniejsze).

2. Hartley P., Komunikowanie interpersonalne, Wydawnictwo Astrum, Wrocław, 2006.

3. Cialdini R.B., Wywieranie wpływu na ludzi. Teoria i praktyka, Gdańskie Wydawnictwo Psychologiczne, Gdańsk, 2011

4. Stewart J. (red.), Mosty zamiast murów. O komunikowaniu się między ludźmi, Wydawnictwo Naukowe PWN, Warszawa, 2002 (lub wydania późniejsze).

5. Hartley P., Komunikowanie interpersonalne, Wydawnictwo Astrum, Wrocław, 2006.

6. Cialdini R.B., Wywieranie wpływu na ludzi. Teoria i praktyka, Gdańskie Wydawnictwo Psychologiczne, Gdańsk, 2011

7. Beling A., Sztuka wystąpień publicznych: jak się zaprezentować? Co i jak mówić? Jak umiejętnie wpływać na ludzi, Gdańsk 2010

Additional

1. Leary M., Wywieranie wrażenia na innych. O sztuce autoprezentacji, Gdańsk, 2007.

2. . S. P.Morreale , B.,H. Spitzberg , J. K. Barge, Komunikacja między ludźmi: motywacja, wiedza i

umiejętności. Przekł. P. Izdebski, A. Jaworska, D. Kobylińska; red. nauk. U. Jakubowska. Warszawa, 2007.

3. Rzędowska A., Rzędowski J., Mówca doskonały. Wystąpienia publiczne w praktyce, Gliwice 2009.

4. 1. Leary M., Wywieranie wrażenia na innych. O sztuce autoprezentacji, Gdańsk, 2007.

5. S. P.Morreale , B.,H. Spitzberg , J. K. Barge, Komunikacja między ludźmi: motywacja, wiedza i

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Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,0
Classes requiring direct contact with the teacher	45	2,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) [1]	30	1,0

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[1] delete or add other activities as appropriate