



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

The art of presentation

### Course

Field of study

Aviation

Area of study (specialization)

Level of study

First-cycle studies

Form of study

full-time

Year/Semester

4/7

Profile of study

general academic

Course offered in

Polish

Requirements

compulsory

### Number of hours

Lecture

15

Laboratory classes

0

Other (e.g. online)

0

Tutorials

15

Projects/seminars

0

### Number of credit points

2

### Lecturers

Responsible for the course/lecturer:

Agata Branowska

Responsible for the course/lecturer:

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Wydział Inżynierii Zarządzania

ul. Rychlewskiego 2

### Prerequisites

Basic knowledge in the field of communication. Can apply the scientific method in solving problems, conducting experiments and drawing conclusions. Knows the limitations of his own knowledge and skills; can formulate questions precisely, understands 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
- Gaining knowledge and skills necessary for the proper preparation of a public speech, its implementation and proper evaluation



- Getting to know your own communicative competences regarding self-presentation
- Perfecting own competence gaps during public speaking
- Improving communication coherence between verbal and non-verbal messages during public appearances

### Course-related learning outcomes

#### Knowledge

has the ability to self-study with the use of modern teaching tools, such as remote lectures, websites and databases, teaching programs, e-books

has a basic knowledge of the mechanisms and laws governing human behavior and psyche

#### Skills

is able to organize, cooperate and work in a group, assuming various roles in it, and is able to properly define priorities for the implementation of a task set by himself or others

is able to plan and implement the process of own permanent learning and knows the possibilities of further education (2nd and 3rd degree studies, postgraduate studies, courses and exams conducted by universities, companies and professional organizations)

#### Social competences

can think and act in an entrepreneurial way, incl. finding commercial applications for the created system, bearing in mind not only the business benefits, but also the social benefits of the conducted activity

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

The presentation

### Programme content

1. The essence of self-presentation. Self-presentation techniques. The effect of the first impression - analysis of the phenomenon.
2. Types, goals and stages of preparing public speeches. The main principles of preparing an effective presentation. The art of creating correct multimedia presentations. Presentation techniques.
3. Analysis of the audience, getting participants' involvement.
4. Verbal and non-verbal communication of a professional presenter.
5. Credibility of the presenter. Build confidence when presenting. Engaging the audience in public speaking.
6. Analysis of problems during public appearances. Dealing with stress during a presentation. Ability to answer difficult questions from the audience.



7. Influencing public speaking. Persuasion and manipulation.
8. Social intelligence, the importance of emotions in interpersonal communication processes.
9. Self-presentation during the employee selection process - job interview.

### Teaching methods

Exercise method (subject exercises, exercises) - in the form of auditorium exercises (the application of acquired knowledge in practice - can take various forms: solving cognitive tasks or training psychomotor skills; transforming a conscious activity into a habit through repetition) Workshop method (short lecture, providing a model of behavior and skills training – mainly used in specialist 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 umiejętności. Przekł. P. Izdebski, A. Jaworska, D. Kobylińska; red. nauk. U. Jakubowska. Warszawa, 2007.



### Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,0
Classes requiring direct contact with the teacher	30	1,5
Student's own work (literature studies, preparation for classes, preparation for tests,) <sup>1</sup>	20	0,5

<sup>1</sup> delete or add other activities as appropriate