



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Social communication [S1IFar1>KS]

### Course

Field of study

Pharmaceutical Engineering

Year/Semester

1/2

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

polish

Form of study

full-time

Requirements

elective

### Number of hours

Lecture

0

Laboratory classes

0

Other (e.g. online)

0

Tutorials

15

Projects/seminars

0

### Number of credit points

1,00

### Coordinators

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### Lecturers

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### Prerequisites

A student starting this subject should know the basic concepts related to the essence of social groups and interpersonal rules. He should also have the ability to perceive, associate and interpret phenomena occurring in social groups. The student should be aware of the importance of social communication in professional and private life.

### Course objective

Developing social skills by students, i.e. teamwork, effective negotiation, presentation skills, and solving social conflicts.

### Course-related learning outcomes

Knowledge:

1. the student has an extended and deepened knowledge of the sciences necessary to understand and describe the issues related to systems and styles of communication in the enterprise [p6s\_wg\_01]
2. the student has an orderly and theoretically founded knowledge of behavior, social norms, understands the importance of social ties in creating an organization [p6s\_wg\_03]
3. the student has a basic knowledge of the methods of solving social conflicts [p6s\_wg\_07]

4. the student has knowledge of ethical standards, their sources, nature, changes and ways of influencing organizations [p6s\_wk\_01]

Skills:

1. the student is able to use the basic theoretical knowledge and obtain data to analyze specific social processes and phenomena [p6s\_uw\_01]
2. the student is able to correctly interpret social phenomena and resolve conflicts that appear in teams [p6s\_uw\_06]
3. the student is able to properly analyze the causes and course of specific social processes and phenomena and present them correctly [p6s\_uw\_07]

Social competences:

1. the student is able to make a substantive contribution to the preparation of the presentation using social rules [p6s\_ko\_01]
3. the student is able to work in a group according to social rules [p6s\_ko\_01]
2. the student is aware of the importance of behavior in a professional manner, compliance with the rules of professional ethics and respect for the diversity of views and cultures [p6s\_kr\_02]

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

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Classes:

stationary classes:

Formative grade:

- group work during exercises + observation of students while performing tasks - 50% share in the final grade

- case study in groups - 50% participation in the final grade

remote classes:

- group work on exercises using eMeeting rooms, each group has a separate link to the room where they perform tasks and then present the results to the whole group in the main room - 50% share in the final evaluation

- case study in groups using eMeeting rooms

Passing threshold: 50%

### Programme content

Classes: Introduction to social communication - The essence of communication. Model of the communication process. Understanding of linguistic messages. A task related to informative and persuasive communication. Organizational communication - Definition of internal communication of the organization. Communication process pyramid in an organization. Formal and informal communication. Horizontal and vertical communication. Communication systems in the enterprise - The essence of the communication system; Research and analysis of communication systems in the enterprise. Communicating in a group and in a team. Teams and groups - differences. Division of social groups. Stages of building a group. Types of roles and their division in the team. Team leader role. Management styles and styles of communication in the organization. Management styles in the organization. Managerial skills. Methods of improving social communication in an enterprise. Social competences as the basic skills of a leader while managing a team of employees. Communicating with the external environment. Public relations as part of a communication system. Modern methods and tools of social communication in an enterprise. Mass communication. Social conflict and negotiations. Sources of conflicts in the organization. Ways to resolve conflicts. Effective conflict management. Negotiations in the organization. Negotiation techniques. Public speaking as an interactive form of communication. The role and specificity of public statements. Prepared presentation. The structure and rules of conducting a presentation. Features of a professional presentation. Audience analysis. Non-verbal behavior during the presentation.

### Teaching methods

Classes: discussion, multimedia presentation, case studies, group work, role playing

### Bibliography

#### Basic

1. Morreale S.P., Spitzberg B.H., Barge J.K., Komunikacja między ludźmi, PWN, 2007
2. Spychała M., Said E., Branowska A., Model of Academic Teachers Communication Competencies Management. In: International Conference Innovation in Engineering. Springer, Cham, 2021. p. 160-173.
3. Stankiewicz J., Komunikowanie się organizacji, Wrocław, 1999
4. Spychała M., Social competencies of ethical manager in the modern enterprise, w: Corporate Social Responsibility – Conceptions, Theory and Practice, red. M. Spychała, Wydawnictwo Politechniki Poznańskiej, Poznań 2012
5. Spychała M., Siemieniak P., Badanie kompetencji komunikacyjnych studentów Politechniki Poznańskiej w perspektywie wykorzystania ich na stanowiskach kierowniczych, [w:]. Maciołek R, Maik W., Sikora K., Problemy nauki i szkolnictwa wyższego, Bydgoszcz 2009, s.191-210

#### Additional

1. Spychała M., Badanie kompetencji społecznych przyszłych inżynierów kierunku Inżynieria Bezpieczeństwa Pracy, Logistyka 5/2015
2. Jabłonowska, L., Wachowiak, P., Winch, S., Prezentacja profesjonalna. Teoria i praktyka?, Difin, Warszawa, 2008
3. Mruk H., Komunikowanie się w biznesie, Poznań 2002,
4. Spychała M., Niedobór kompetencji społecznych pracowników jako problem komunikacji wewnętrznej i zewnętrznej w przedsiębiorstwie, [w:] Maćkowska R., Public relations, Efektywne komunikowanie w teorii i praktyce, Wydawnictwo Akademii Ekonomicznej, Katowice 2010, s.303-325
5. Spychała M., Communication competencies as a part of social competences in an organization, [w:] Popławski S., The social contexts of communication, Wydawnictwo Politechniki Poznańska, Poznań 2010, s.83-95.

#### Breakdown of average student's workload

	Hours	ECTS
Total workload	30	1,00
Classes requiring direct contact with the teacher	15	0,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	15	0,50