

Subject card

Subject name and code	Business Presentation Techniques, PG_00119325						
Field of study	International Economic Relations						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2026/2027		
Education level	undergraduate studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			Polish		
Semester of study	5	ECTS credits			1.0		
Learning profile	academic	Assessment form					
Conducting unit	Zakład Strategii Marketingowych -> Katedra Biznesu Międzynarodowego -> Faculty of Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Konewka				
	Teachers		dr Tomasz Konewka				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM		
	Number of study hours	15	0.0	0.0	15		
Subject objectives	Preparing students to use various methods and techniques for presenting their own projects and familiarizing them with the principles of constructing particular types of presentations. The ability to overcome stage fright during public speaking.						
Learning outcomes	Course outcome	Subject outcome		Method of verification			
	[MSG3_U10] can take an active part in a debate, presenting his/her own viewpoint and supporting it with argumentation based on selected theories, opinions of various authors and/or statistical data	student is able to actively participate in the debate, present his or her own position and support it with arguments		[SU1] oral statement/conversation/discussion [SU6] demonstration of practical skills			
	[MSG3_W08] knows and understands the fundamental dilemmas of contemporary civilisation, including the strategy of sustainable development and corporate social responsibility	student knows and understands the fundamental dilemmas of modern civilization, including the strategy of sustainable development and corporate social responsibility		[SW5] implementation of a problem task			
	[MSG3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	student is ready to think and act independently, takes up the challenge of creative thinking, is resistant to failure, is able to identify threats and assess the risk of their occurrence		[SK6] demonstration of practical skills			
	[MSG3_W03] has an advanced and structured knowledge of the world economy and international economic relations; understands the process of their evolution, including its causes and consequences	student is able to actively participate in the debate, present his or her own position and support it with arguments		[SW2] presentation/project/paper/report			

Subject contents	<p>Improving the skills of an excellent speaker Exercises using different types of business presentations Preparation of a sales presentation. Elements of a crisis occurrence Elements of storytelling, the ability to tell stories as an element of a business presentation Methods of overcoming fear in public speaking</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam - test	51.0%	100.0%
Recommended reading	Basic literature	<p>Peter Coughter, Sztuka perswazji i skuteczne techniki prezentacji, Wydawnictwo Studio EMKA, Warszawa 2014</p> <p>Rzędowscy, Mówca doskonały, Wydawnictwo HELION, Gliwice 2018</p> <p>Rene mouliner, Techniki sprzedaży, PWE, Warszawa 2007</p>	
	Supplementary literature	none	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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