

**Subject card**

<b>Subject name and code</b>	Business Presentation Techniques, PG_00119324						
<b>Field of study</b>	International Economic Relations						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2026/2027		
<b>Education level</b>	undergraduate studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	3	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	5	<b>ECTS credits</b>			1.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>	Zakład Strategii Marketingowych -> Katedra Biznesu Międzynarodowego -> Faculty of Economics						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Tomasz Konewka				
	<b>Teachers</b>		dr Tomasz Konewka				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM		
	<b>Number of study hours</b>	15	0.0	0.0	15		
<b>Subject objectives</b>	Preparing students to work in a team of individual departments of the company. Getting to know the methods and techniques of presenting your own projects and the principles of building particular types of presentations. The ability to overcome fear during public speaking.						
<b>Learning outcomes</b>	<b>Course outcome</b>	<b>Subject outcome</b>		<b>Method of verification</b>			
	[MSGL3_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		[SW1] oral statement/conversation/discussion			
	[MSGL3_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 in an entrepreneurial way; adapts to new situations and conditions		[SK5] implementation of a problem task [SK8] observation of student's independent or team work			
	[MSGL3_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 and present his or her own position		[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task			
	[MSGL3_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 has advanced and structured knowledge about the world economy and international economic relations		[SW1] oral statement/conversation/discussion			

Subject contents	Five skills of a great speaker.Types of business speeches.Preparation of a sales presentation.Elements of a public speaking as an element of crisis management in an enterprise.Elements of storytelling, the ability to tell stories as an element of a business presentation.Methods of overcoming fear.		
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	Peter Coughter, Sztuka perswazji i skuteczne techniki prezentacji, Wydawnictwo Studio EMKA, Warszawa 2014  Rzedowscy, Mowca doskonaly, Wydawnictwo HELION, Gliwice 2018  Rene mouliner, Techniki sprzedazy, PWE, Warszawa 2007	
	Supplementary literature	none	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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