

**Subject card**

<b>Subject name and code</b>	Business Etiquette, PG_00136984						
<b>Field of study</b>	Applied Linguistics						
<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 Optional subject group Humanistic-social subject group		
<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>	6	<b>ECTS credits</b>			3.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>	Instytut Lingwistyki Stosowanej -> Faculty of Languages						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		prof. dr hab. Przemysław Gębał				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	30.0	0.0	0.0	0.0	0.0	30
	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>	30		2.0		43.0	75
<b>Subject objectives</b>	The aim of the course is to introduce students to the reality of communication in the Polish business environment and show its impact on business effectiveness.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[LSL3_W09] He has advanced knowledge of language communication.	The student knows the basic rules of behaviour in business inspired by etiquette.	[SW5] implementation of a problem task
	[LSL3_K01] He is ready to think and act in an entrepreneurial manner and to perform professional roles responsibly, including adhering to professional ethics and demanding it of others.	The student can evaluate the importance of etiquette in the context of building interpersonal relationships in a business environment.	[SK5] implementation of a problem task
	[LSL3_K05] He understands the need to participate in cultural and cultural life and encourage others to interact with foreign languages and culture, as well as think and act in an entrepreneurial manner, care for the achievements and traditions of the profession.	The student can evaluate the use of etiquette in the context of business effectiveness.	[SK5] implementation of a problem task [SK6] demonstration of practical skills
	[LSL3_W12] He knows and understands the concepts and principles of copyright protection, intellectual property, legal conditions, economic conditions, as well as the idea of entrepreneurship.	The student knows the basic rules of business etiquette.	[SW5] implementation of a problem task
[LSL3_U01] Can search, analyze, evaluate and select information using spoken and written sources.	The student is able to apply the principles of etiquette in business-to-business relations in a cross-cultural context.	[SU5] implementation of a problem task [SU6] demonstration of practical skills	
Subject contents	1. Self-presentation: from paper and electronic business cards to social networks.2. Body language as a non-verbal communication instrument.3. Conducting conversations: factual, polite, private elements in business conversations.4 Rhetoric and business meetings.5 Savoir vivre: greetings, procedure, forms of addressing in conversations, taking into account specific cultural codes, goodbye, management of awkward situations.6 Organisation and participation in conferences and business meetings.7 The psychological dimension of business etiquette.		
Prerequisites and co-requisites	Knowledge of the Polish language at B2 level.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		60.0%	70.0%
		60.0%	30.0%
Recommended reading	Basic literature	Szymczak W.F., 2019, Etykieta w biznesie i administracji publicznej z elementami protokołu dyplomatycznego, Warszawa.	
	Supplementary literature	Orłowski T., 2010, Protokół dyplomatyczny. Ceremoniał & Etykieta, Warszawa.	
	eResources addresses	Adresy na platformie eNauczenie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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