

Subject card

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| Subject name and code | Self-Presentation, PG_00139000 | | | | | | |
| Field of study | Insurance - Interdisciplinary Studies | | | | | | |
| Date of commencement of studies | October 2024 | Academic year of realisation of subject | | | 2024/2025 | | |
| Education level | Master's studies | Subject group | | | Obligatory subject group in the field of study | | |
| Mode of study | part-time studies | Mode of delivery | | | at the university | | |
| Year of study | 1 | Language of instruction | | | Polish | | |
| Semester of study | 1 | ECTS credits | | | 2.0 | | |
| Learning profile | academic | Assessment form | | | credit | | |
| Conducting unit | Zakład Strategii i Zarządzania Przedsiębiorstwem -> Department of Organisation and Management -> Faculty of Management -> Rector | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | dr hab. Ewa Wycinka | | | | |
| | Teachers | | | | | | |
| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 0.0 | 10.0 | 0.0 | 0.0 | 0.0 | 10 |
| | 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 | 10 | | 10.0 | | 30.0 | 50 |
| Subject objectives | Developing practical skills in planning and preparing presentations, as well as delivering public speeches. | | | | | | |
| Learning outcomes | Course outcome | Subject outcome | | | Method of verification | | |
| | [UBEZMU2_W08] The student knows the methods and tools, including data and information acquisition techniques, appropriate to the field of insurance and related disciplines. | The student has knowledge of reliable sources of data and information that can be used when preparing public presentations. | | | [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report | | |
| | [UBEZMU2_U04] The student communicates on specialized topics in the field of insurance with various audiences, including participation and discussion. | The student is able to tailor the content and presentation style to the needs of different audiences. | | | [SU1] oral statement/conversation/discussion [SU6] demonstration of practical skills | | |
| | [UBEZMU2_U06] The student is able to independently plan and implement his/her own lifelong learning and lead others in doing so. | The student can improve their presentation skills by using various tools and resources. | | | [SU2] presentation/project/paper/report [SU6] demonstration of practical skills | | |
| | [UBEZMU2_K03] The student thinks creatively, is able to go beyond the usual patterns, is able to think and act in an entrepreneurial manner, is able to adapt flexibly to the requirements of the environment. | The student is able to tailor the content and presentation style to the needs of different audiences. | | | [SK1] oral statement/conversation/discussion [SK6] demonstration of practical skills | | |

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| Subject contents | <p>1. Preparation of Presentation - features of a good presentation, planning - preparation of content and structure of the presentation.</p> <p>2. Diagnosis of Personal Strengths and Potential Limitations in Developing Communication Skills.</p> <p>3. Using Body Language in Public Speaking - posture, voice, distance, eye contact, attire.</p> <p>4. Principles of Preparing Multimedia Presentations.</p> <p>5. Principles of Effective Image Building on the Level of Verbal and Nonverbal Communication During a Job Interview.</p> | | |
| Prerequisites and co-requisites | | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | Individual presentation in front of a group on a topic related to insurance. | 51.0% | 100.0% |
| Recommended reading | Basic literature | <p>1. L. Buksak, Szkoła mówców. Myśl i prezentuj inaczej niż wszyscy, HELION, Gliwice 2019.</p> <p>2. M. Kot-Radojeska, Praca. Jak napisać skuteczne CV? Poradnik dla poszukujących pracy, GREG, 2020.</p> <p>3. M. Maja - Osytek, Komunikacja niewerbalna. Autoprezentacja, Relacje, Mowa ciała, Samo Sedno Edgard, Warszawa 2014.</p> <p>4. Hodgson, S. Rozmowa kwalifikacyjna: błyskotliwe odpowiedzi na podchwytliwe pytania. Polskie Wydawnictwo Ekonomiczne, Warszawa, 2013</p> | |
| | Supplementary literature | <p>1. A. Jay, R. Jay, Skuteczna prezentacja, Zysk i S-ka, Poznań 2001.</p> <p>2. G. Łasiński, Sztuka prezentacji, Wydaw. eMPI2, Poznań 2000.</p> <p>3. Komunikacja i prezentacje wg Johna Adaira, Thomas N. (red.), Oficyna Wydawnicza Wolters Kluwer business, Kraków 2009.</p> <p>4. C. Stuart, Sztuka przemawiania i prezentacji, Książka i Wiedza, Warszawa 2006.</p> | |
| | eResources addresses | | |
| Example issues/ example questions/ tasks being completed | | | |
| Work placement | Not applicable | | |

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