

Subject card

Subject name and code	Business Etiquette, PG_00136984						
Field of study	Applied Linguistics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Institute of Applied Linguistics -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Przemysław Gębał				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	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	30		2.0		43.0	75
Subject objectives	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_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
	[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_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_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_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
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%	30.0%
		60.0%	70.0%
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		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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