

**Subject card**

<b>Subject name and code</b>	Business Presentation Techniques, PG_00199274						
<b>Field of study</b>	International Economic Relations						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2028/2029		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research 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>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Tomasz Konewka				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	15.0	15.0	0.0	15.0	0.0	45
	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>	45		0.0		5.0	50
<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 stage fright during public speaking.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_W08] has a knowledge and understanding of the various 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 sustainable development strategy and corporate social responsibility. It is possible to deepen this issue during consultations.	[SW1] oral statement/ conversation/discussion
	[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 has advanced and structured knowledge of the global economy and international economic relations, understands the process of their evolution, including its causes and consequences	[SW5] implementation of a problem task
	[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/her own position, supporting it with arguments based on selected theories, or statistical data	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task [SU6] demonstration of practical skills
[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 in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resistant to failure, is able to identify threats and assess the risk of their occurrence	[SK6] demonstration of practical skills [SK8] observation of student's independent or team work	
Subject contents	<p>Skills of a great speaker.</p> <p>Types of business speeches.</p> <p>Preparation of a sales presentation.</p> <p>Elements of a public speaking as an element of crisis management in an enterprise.</p> <p>Elements of storytelling, the ability to tell stories as an element of a business presentation.</p> <p>Methods of overcoming fear.</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>Rzedowscy, Mówca doskonały, Wydawnictwo HELION, Gliwice 2018</p> <p>Rene mouliner, Techniki sprzedaży, PWE, Warszawa 2007</p>	
	Supplementary literature	<p>Modern canned food - ensuring the competitiveness of your brand - interview with the sales director of CROWN Food Poland - Tomasz Konewka, Opakowanie, 2005</p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed			

Work placement	Not applicable
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