University of Gdańsk

Subject card

Subject name and code	Business Presentation Techniques, PG_00199274						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Konewka				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	15.0	0.0	45
	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	45		0.0		5.0	50
Subject objectives	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
[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 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
[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, 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
[MSGL3_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
[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	Students can complete a project assignment on selected topics in the global economy and international economic relations, and discuss its assumptions and progress with the instructor during consultations and project blocks. Project blocks are included in the class schedule, and consultation dates and locations are published on the University of Gdańsk website.	[SW2] presentation/project/paper/ report [SW5] implementation of a problem task

Subject contents

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
active participation in lectures	51.0%	20.0%
project	51.0%	40.0%
written exam on lectures	51.0%	40.0%

Recommended reading

Basic literature	Peter Coughter, Sztuka perswazji i skuteczne techniki prezentacji, Wydawnictwo Studio EMKA, Warszawa 2014 Rzedowscy, Mówca doskonały, Wydawnictwo HELION, Gliwice 2018 Rene mouliner, Techniki sprzedaży, PWE, Warszawa 2007
Supplementary literature	Modern canned food - ensuring the competitiveness of your brand - interview with the sales director of CROWN Food Poland - Tomasz Konewka, Opakowanie, 2005
eResources addresses	

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

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