University of Gdańsk

Subject card

Subject name and code	Social communication and branding of the manager, PG_00201823		
Field of study	Management and Communications in Performing Arts		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
Education level	Master's studies	Subject group	Obligatory subject group in the field of study 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	1	Language of instruction	Polish
Semester of study	1	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of Drama, Theatre and Performance -> Institute of Polish Philology -> Faculty of Languages -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Tomasz Kawka, prof. UG	
	Teachers	dr inż. Dorota Jendza	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15	2.0	34.0	51

Subject objectives	To impart knowledge on effective interpersonal communication (verbal and non-verbal) in team building and to identify ways and principles to build a positive image of the manager in the eyes of a wide range of stakeholders. Particular attention is paid to combining these components related to the development of social communication competence with the creation of the managerial role.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[ZKWSSMU2_K03] Is ready to take professional initiatives, manage a group and take responsibility for leading a team, is able to build teams and lead them appropriately.	Is ready to take professional initiatives, manage a group and take responsibility for leading a team based on social, communication and interpersonal competences and means of influencing people	[SK8] observation of student's independent or team work
[ZKWSSMU2_K06] Under the guidance of a supervisor, is able to plan independent tasks and coordinate projekts in the field of financial management and creating a bussines plan for a stage venture.	Is ready to work in groups, co-create them or manage them in terms of efficient social communication and managerial behavior	[SK5] implementation of a problem task
[ZKWSSMU2_W12] Has in-depth knowledge in the field of social sciences, with particular emphasis on the discipline of management and quality sciences, and understands their relations with other social sciences, including theoretical foundations, structured and theoretically based knowledge covering key issues and selected issues in the field of entrepreneurship.	Has extended knowledge in the field of social sciences, with particular emphasis on the assumptions of the social communication model and managerial behavior	[SW4] test/exam - oral or written
[ZKWSSMU2_W11] Has in-depth knowledge of the relationships between social science disciplines, which are crucial for understanding people's attitudes and behaviors in the work process and creating value through human capital.	Has extensive knowledge of the relationship between the development of social communication skills and the creation of a managerial role.	[SW1] oral statement/ conversation/discussion
[ZKWSSMU2_K08] He is ready to supplementing and expanding the acquired knowledge and skills, tries to interdisciplinaryly combine knowledge from various fields and disciplines of science, and is aware of a critical assessment of the acquired knowledge and received content.	Is aware of supplementing and expanding the acquired knowledge and skills regarding the processes of contemporary traditional and digitized communication and is aware of the critical assessment of knowledge regarding the creation of value through managerial behavior	[SK2] presentation/project/paper/ report
[ZKWSSMU2_W02] Has in-depth knowledge of the connections between management and quality sciences with various areas of the humanities and is aware of the problems and research opportunities arising from the connection of these areas. Has extended knowledge in the field of social sciences, with particular emphasis on the discipline of management and quality sciences, and understands their relationship with other social sciences.	Has in-depth knowledge of the connections between management and quality sciences with various areas of psychology and sociology of management in the field of creating relationships with the environment and building communication bonds	[SW4] test/exam - oral or written
[ZKWSSMU2_U06] Is able to correctly interpret the socio-economic phenomena of the organization, current events in economic policy and economics, as well as independently plan and implement lifelong learning and guide others in the management of the organization.	Is able to correctly interpret socio-economic phenomena in the field of communication in social groups and independently prepare his own idea for a managerial self-presentation	[SU6] demonstration of practical skills
[ZKWSSMU2_U07] Is able to apply the acquired knowledge in the field of management and quality sciences in professional practice, manage the work of a team and properly cooperate with other people as part of team work and take a leading role in teams.	Is able to apply the acquired knowledge in the field of management and quality sciences in professional practice in the field of efficient methods and techniques of social communication, as well as techniques of building employee image.	[SU8] observation of student's independent or team work

	Course outcome	Subject outcome	Method of verification
	[ZKWSSMU2_U12] Is able to search for necessary information in making rational operational and strategic decisions in enterprises.	Is able to search for necessary information in making rational decisions in the process of effective interpersonal communication (verbal and non-verbal) in team building	[SU4] test/exam - oral or written
Subject contents	1. Communication as a relational phenomenon. 2. Verbal communication - types, features, communication model, barriers and principles of communication. 3. Nonverbal communication - features, forms, types. 4. The role of communication in motivating - the role of the manager, interpersonal relations 5. Shaping the manager's image - credibility, attractiveness, formal and informal authority. 6. Ability to cope with difficult situations - interpersonal relations, evaluation of subordinates, motivating employees, resolving conflicts.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Active attendance during classes	80.0%	25.0%
	KNOWLEDGE TEST	50.0%	75.0%
Recommended reading	Basic literature	- L. Buksak, Szkoła mówców. Myśl i prezentuj inaczej niż wszyscy, HELION, Gliwice 2019 - R. Cialdini, Wywieranie wpływu na ludzi. Teoria i praktyka, GWP, 2014 - I. Kamińska- Radomska, Kultura biznesu. Normy i formy, PWN, Warszawa 2011	
	Supplementary literature	1. L. Kamiński, Komunikacja korporacyjna a biznes, Branta, Katowice 2007 2. A. Knocińska, A. Stefańska, E. Kwiatkowska (red.), Konflikt - negocjacje - kultura komunikacja. Psychospołeczne uwarunkowania i aplikacje, Wyd. Adam Marszałek, Toruń 2014 3. P. Smółka, Generator charyzmy. Kreowanie osobowości menedżera, Wyd. Sensus, Gliwice 2016 (ebook)	
	eResources addresses		
Example issues/ example questions/ tasks being completed	1. What is the essence of feedback in the social communication model 2. What are the manifestations of negative forms of social behavior in a group 3. How to interpret selected attitudes and non-verbal reactions in managing people		
Work placement	Not applicable		

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