University of Gdańsk

Subject card

Subject name and code	Communicative English for arts management IV, PG_00201851						
Field of study	Management and Communications in Performing Arts						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2027/2028			
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	2		Language of instruction	English			
Semester of study	4		ECTS credits	3.0			
Learning profile	academic		Assessment form	exam			
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 Wiśniewski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	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		4.0	43.0	77	
Subject objectives	The classes allow you to develop communication skills in a professional context. Students' tasks are oriented towards practical implementation of projects using widely available materials for research. A detailed list of issues is presented at the first classes. The key role for the original classes is to develop interpersonal skills and expand knowledge about the functioning of the institution artistic works in the world.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZKWSSMU2_W05] Knows in-teapth terminology in the field of art sciences.	knows English terminology in the field of art studies at an advanced level, with a particular emphasis on institutional practice.	[SW2] presentation/project/paper/ report
	[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 willing to work in, co-create or manage groups using communication in English	[SK5] implementation of a problem task
	[ZKWSSMU2_U01] Is able to communicate with representatives of diverse local, national and foreign audiences and adapty his statement to the requirements of a specific communication situation and adequately justify his position.	is able to communicate with representatives of diverse locals, domestic and foreign audiences and adapt their speech to the needs of the the requirements of a specific communication situation and adequately justify their position in the field of English;	[SU2] presentation/project/paper/ report
	[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, tries to combine knowledge from various fields and disciplines of science in an interdisciplinary way, in the process of creating projects in the field of performing arts.	[SK5] implementation of a problem task
	[ZKWSSMU2_U05] Is able to debate and communicate on specialized topics in the field of performing arts.	is able to debate and communicate in English on specialist topics with the performing arts, taking into account the diverse target groups of the acceptances;	[SU6] demonstration of practical skills
	[ZKWSSMU2_U09] Is able to select and apply a linguistic style appropriate for a given genre when creating funcional texts.	is able to select and apply a language style appropriate to a given species in as part of the creation of applied texts in English, in the field of art management.	[SU2] presentation/project/paper/ report
	[ZKWSSMU2_W04] Has in-depth knowledge of the connections between art sciences and management and quality sciences, and is also aware of the problems and research opportunities arising from the connection of these areas.	has an in-depth knowledge of the links between art sciences and social sciences, management and quality, and is aware of the problems and research opportunities resulting from the connection of these areas, especially in the formal matter linguistic communication;	[SW2] presentation/project/paper/ report
	[ZKWSSMU2_U04] Can use a foreign language at the B2+ level of the Common European Framework of Reference for Languages and to a higher degree in the field of specialized terminology in the field of performing arts.	can use a foreign language at the B2+ level of the European Framework of Reference for Languages and to a higher degree in the field of specialist terminology in the field of performing arts, including the use of business situations;	[SU2] presentation/project/paper/ report
Subject contents	Written assignments: essay professional curriculum vitae, letters of intent. Individual and group presentations: design thinking, group motivation, interpersonal skills. Vocabulary in art management: Case studies: companies around the world, Each 30-hour course is independent, and its exact shape is announced by the lecturer at the beginning of the semester artistic institutions: websites, promotional strategies. Self-development: intrinsic motivation, Resources forecasts for the future.		
Prerequisites and co-requisites			

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>active participation in classes</td><td>80.0%</td><td>50.0%</td></tr>
<tr><td>written/spoken assessment of communication colloquia</td><td>50.0%</td><td>50.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>MLA Handbook, Eighth Edition, The Modern Language Association of America, New York, 2016. Langan, John, Exploring Writing: Paragraphs and Essays, McGrawHill, 2013. Langan, John, Exploring Writing: Sentences and Paragraphs, McGrawHill, 2013. Thornborrow, Joanna and Shan Wareing, Patterns in Language, Routledge, London, 1998. Zemach, Dorothy E., Daniel Broudy, Chris Valvona, Writing Research Papers: from Essay to Research Paper, MacMillan, London, 2011</td></tr>
<tr><td>Supplementary literature</td><td>Cory, Hugh, Advanced Writing in English in Use, OUP, Oxford, 1996.

Jordan, R. R., Academic Writing Course: Study Skills in English, Longman, Harlow, 2004. Zemach, Dorothy E., Carlos Islam, Writing in Paragraphs, Macmillan, Oxford, 2006. B. Literatura uzupełniająca: Macpherson, Robin, English for Writers and Translators, PWN, Warszawa, 1996. Macpherson, Robin, Advanced Written English, PWN, Warszawa, 2001. Macpherson, Robin, English for Academic Purposes, PWN, Warszawa, 2004. Plattor, Emma, Iris McIntyre and Patrick Drysdale, A Handbook for Writing, Editing, and Polishing, Gage Publishing, Toronto, 1980. Strauch, Ann, Bridges to Academic Writing, CUP, Cambridge, 1997.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2"></td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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