

Subject card

Subject name and code	Business presentation workshop, PG_00202537						
Field of study	Economics, International Economic Relations, International Business, Logistics and Mobility						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Jacek Winiarski				
	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		0.0		95.0	125
Subject objectives	The goal of the course is to develop practical communication skills in a business context, including effective information exchange, negotiation, conflict management, and building interpersonal relationships in professional settings.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_W03] knows and understands types of economic ties and the regularities governing them; understands the conditions and principles of the functioning of the market and the market mechanism in the national, international and global aspect	Knows and understands the types of economic bonds and the regularities governing them, and understands the conditions and principles underlying the functioning of the market and market mechanism at the national, international and global levels; is able to apply this knowledge to the construction of business presentations in which market phenomena and economic mechanisms are communicated in an analytical, persuasive manner adapted to the expectations of business audiences operating in diverse market environments.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGMU2_W04] has an in-depth knowledge of different types and elements of economic structures and institutions, including institutions, organisations and economic entities; understands the causes, course, scale and consequences of changes occurring in them, as well as relations between them on a national, international and intercultural scale; knows the theories explaining relations among them	Has in-depth knowledge of various types of economic structures and institutions, including organisations and economic entities; understands the causes, course, scale and consequences of changes occurring within them and the relationships between them at the national, international and cross-cultural levels; is able to translate this knowledge into clear and persuasive business presentations in which complex institutional and organisational phenomena are communicated in an accessible, logically structured manner adapted to the needs of diverse business audiences.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGL3_W01] has an advanced knowledge of economic sciences, in particular of economics and its place in the system of sciences, including within related disciplines	Has advanced knowledge of economic sciences, in particular economics and its place within the system of sciences, including within related scientific disciplines; is able to apply this knowledge to the creation of substantively rigorous and professional business presentations in which the economic foundations of the subject matter are communicated in a competent, logically structured manner adapted to the level and expectations of diverse business and academic audiences.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[EKONL3_W03] knows the relations between economic agents and social organisations operating in the national, international and intercultural arenas	Knows the relationships between economic entities and social organisations operating in national, international and cross-cultural spheres; is able to translate this knowledge into professional business presentations that reflect the complexity of inter-organisational relationships, adapting the argumentative structure, selection of data and visual form to the cultural specifics and expectations of audiences from diverse economic and social backgrounds.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[LMMU2_W01] has an in-depth knowledge of the nature of social sciences and their place in the system of sciences; understands the differences between contemporary trends in theory of logistics and mobility	Has in-depth knowledge of the nature of social sciences and the place of business communication within their system; understands the differences between contemporary currents of managerial and economic thought, enabling the conscious construction of business presentations grounded in current theoretical and practical contexts, in which complex economic issues are communicated in a clear, persuasive and substantively in-depth manner.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

	Course outcome	Subject outcome	Method of verification
	[IBL3_W05] knows and understands basic principles of establishing and developing various forms of entrepreneurship	Knows and understands the basic principles of establishing and developing various forms of entrepreneurship; is able to apply this knowledge to the preparation of professional business presentations covering entrepreneurial plans, pitch decks and development strategies, constructing the message in a persuasive, logically structured manner adapted to the expectations of investors, business partners and other stakeholders.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[IBMU2_W03] knows advanced terminology in the field of international business, international economics and financial relations and complementary disciplines	Knows the advanced terminology of international business, international economics and financial relations as well as complementary disciplines; fluently uses this terminology in the preparation and delivery of professional business presentations, selecting the language and level of specialist content appropriately to the context of the presentation and the competencies and expectations of audiences in diverse international and cross-cultural environments.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[IBL3_W03] knows and understands selected research methods and tools, including IT tools and data acquisition techniques, which are applicable to international business issues	Knows and understands selected research methods and tools used in international business, including IT tools and data collection techniques; is able to use the results of quantitative and qualitative analyses as the substantive foundation of professional business presentations, selecting appropriate forms of data visualisation, charts and infographics in a manner that enhances the clarity of the message and the strength of argumentation for international business audiences.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[IBMU2_W05] knows and understands in depth the dilemmas of international business related to globalisation, integration, internationalization and sustainable development	Has in-depth knowledge and understanding of the dilemmas of international business related to globalisation, integration, internationalisation and sustainable development; is able to translate this knowledge into professional business presentations addressing complex strategic and ethical issues of contemporary global business, constructing the message in a balanced, analytical and persuasive manner that takes into account the multiplicity of perspectives and interests of diverse stakeholders in an international environment.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[LMMU2_W05] has a fundamental knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures	Has fundamental knowledge of the human being as a producer and consumer and of the human being as a creator of culture and social structures; is able to apply this knowledge to the construction of business presentations that effectively appeal to the needs, values and cultural conditions of the audience, taking into account the human dimension of economic processes and adapting the narrative, argumentation and visual means to culturally and socially diverse business environments.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

	Course outcome	Subject outcome	Method of verification
	[IBL3_W01] has knowledge of the discipline of economics and finance, involving critical understanding of theories of international business	Has knowledge of economics and finance encompassing a critical understanding of international business theory; is able to apply this knowledge to the preparation of business presentations in which complex financial and economic issues are communicated in a critical and analytical manner, maintaining substantive rigour and making informed selections of data, arguments and visual forms that meet the expectations of demanding audiences in the international business environment.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSG3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	Knows and understands the basic principles of creating and developing various forms of entrepreneurship; is able to translate this knowledge into professional business presentations supporting entrepreneurial processes such as securing financing, building business partnerships and communicating vision and development strategy, selecting narrative structure, argumentation and visual means in a manner that maximises the effectiveness of the message for specific audiences and business objectives.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[IBMU2_W01] has an in-depth knowledge of the discipline of economics and finance; understands the differences between contemporary trends in the theory of international business	Has in-depth knowledge of economics and finance and understands the differences between contemporary currents of international business theory; is able to apply this knowledge to the preparation of substantively rigorous business presentations addressing complex financial and strategic issues, selecting the appropriate level of detail, form of financial data visualisation and argumentative structure in accordance with the audience profile and the purpose of the presentation in an international context.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[EKONMU2_W03] has a knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres	Has knowledge of the relationships between economic phenomena, entities and organisations as well as public institutions operating in national, international and cross-cultural spheres; is able to apply this knowledge to the preparation and delivery of business presentations that take into account the specifics of diverse cultural and economic contexts, adapting the message, argumentation and visual form to varied audiences in an international environment.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[EKONMU2_W01] has an in-depth knowledge of the nature of social sciences and their place in the system of sciences; understands the differences between contemporary trends in economic thought; knows the claims of contemporary economic theories	Has in-depth knowledge of the nature of social sciences and the place of business presentation as a communication tool within their system; understands the differences between contemporary currents of economic thought and is familiar with the propositions of modern economic theories, enabling the conscious and substantively grounded construction of business presentations in which complex theoretical concepts are translated into a clear, persuasive and audience-adapted message.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

	Course outcome	Subject outcome	Method of verification
	[EKONL3_W01] has advanced knowledge of the nature of social sciences, their place in the system of sciences, knows the role of economic sciences in this system and uses universal economic terminology	Has advanced knowledge of the nature of social sciences and the place of business communication within their system; understands the role of economic sciences as the substantive foundation of professional business presentations and fluently uses universal economic terminology, applying it precisely and deliberately in the construction of business presentations addressed to diverse audiences in both domestic and international environments.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[LMMU2_W03] has a knowledge of relations between economic entities and organisations functioning in the national, international and intercultural spheres; understands importance logistics and mobility for their operation	Has knowledge of the relationships between economic entities and organisations operating in national, international and cross-cultural spheres; is able to apply this knowledge to the preparation of professional business presentations illustrating the complexity of inter-organisational and network relationships in a global environment, selecting narrative structure, data and visual forms in a manner that clearly conveys the interdependencies between entities and persuasively argues for the adopted business solutions before culturally diverse audiences.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGMU2_W01] has an in-depth and structured knowledge of economic sciences, in particular economics, its place in the system of sciences, its relations with other sciences and fields of knowledge	Has in-depth and well-organised knowledge of economic sciences, in particular economics and its place within the system of sciences and its relations with other sciences and fields of knowledge; is able to translate this broad and systematised knowledge into professional business presentations in which complex economic issues are communicated in a clear, logically structured and substantively in-depth manner, with skilful reference to interdisciplinary contexts that enhance the persuasive force of the argumentation for demanding audiences.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[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	Has advanced and well-organised knowledge of the world economy and international economic relations, and understands the process of their evolution, including its causes and consequences; is able to translate this knowledge into professional business presentations addressing global trends, shifts in the balance of economic power and their implications for corporate strategy, constructing the message in an analytical, substantively in-depth manner adapted to the expectations of demanding audiences in an international environment.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

	Course outcome	Subject outcome	Method of verification
	[EKONL3_W05] has a knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	Has knowledge of the human being as an agent creating social structures and the principles governing their functioning, and of human action within those structures; has a thorough understanding of the motives behind human economic decision-making and is able to apply this knowledge to the creation of business presentations that appeal to the genuine needs, values and motivations of the audience, constructing a persuasive, emotionally engaging message that effectively influences the attitudes and business decisions of listeners.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[EKONMU2_W05] has an extended knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures	Has extended knowledge of the human being as a producer and consumer and broadened knowledge of the human being as a creator of culture and social structures; is able to apply this multidimensional knowledge to the construction of professional business presentations that reflect the complexity of human motivations, social roles and cultural conditions, crafting a message that engages audiences at the substantive, emotional and cultural level in diverse business environments.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
Subject contents	Basics of Business Communication Principles of effective communication in business, communication barriers, the importance of body language. Presentation and Public Speaking Techniques How to prepare and deliver engaging business presentations. Negotiations in a Business Environment Negotiation strategies, dealing with difficult counterparts, achieving win-win outcomes. Cross-Cultural Communication in Business Understanding cultural differences and their impact on communication. Conflict Management and Difficult Conversations Resolving conflicts in teams and with clients, mediation techniques. Business Writing Skills Crafting professional emails, reports, and business proposals. Building Relationships and Managing Networks The art of networking and maintaining business relationships.		
Prerequisites and co-requisites	- Completion of "Fundamentals of Economics" course - Basic knowledge of MS Office suite		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Active participation in debate	51.0%	15.0%
	Egzam	0.0%	5.0%
	Individual presentation in front of the group on the agreed topic	51.0%	80.0%
Recommended reading	Basic literature	- Adler, R. B., Elmhorst, J. M., & Lucas, K. (2022). <i>Communicating at work: Strategies for success in business and the professions</i> (12th ed.). McGraw-Hill Education. - Guffey, M. E., Loewy, D., & Almonte, R. (2021). <i>Essentials of business communication</i> (11th ed.). Cengage Learning. - Cardon, P. W. (2021). <i>Business communication: Developing leaders for a networked world</i> (4th ed.). McGraw-Hill Education.	

	Supplementary literature	1. Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). <i>Cultures and organizations: Software of the mind</i> (3rd ed.). McGraw-Hill Education. 2. Fisher, R., Ury, W., & Patton, B. (2011). <i>Getting to yes: Negotiating agreement without giving in</i> (3rd ed.). Penguin Books. 3. Bolton, R. (2015). <i>People skills: How to assert yourself, listen to others, and resolve conflicts</i> (3rd ed.). Touchstone.
	eResources addresses	
Example issues/ example questions/ tasks being completed	1. Analysis of a communication scenario: Describe the communication errors made by the team during the negotiation outlined in the attached scenario. Propose three specific ways to improve communication. 2. Preparation of a business presentation: Prepare a plan for a presentation about launching a new product to the market. Include the structure, key information, and methods for engaging the audience. 3. Conflict resolution: In the given case study, a conflict occurred between two team members. Identify its causes and propose steps the manager should take to resolve the situation.	
Work placement	Not applicable	

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