University of Gdańsk

Subject card

Subject name and code	CV and Presentation Skills, PG_00206602						
Field of study	Healthcare Management						
Date of commencement of studies	October 2027		Academic year of realisation of subject	2029/2030			
Education level	Bachelor's studies		Subject group	Obligatory subject group in the field of study Subject group related to practical vocational preparation			
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	practical		Assessment form	credit			
Conducting unit	Department of Organisation and Management -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr inż. Alan Balla				
	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		1.0	19.0	50	
Subject objectives	The aim of the course is to develop students' ability to consciously build a positive professional image as graduates in the context of recruitment and employee selection processes, to identify and assess their own professional potential in relation to employers' requirements, and to effectively present themselves in professional situations.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[ZOZL3_K01] Is prepared to acquire the knowledge necessary to tackle cognitive and practical problems, particularly in the fields of management and quality sciences and the specific characteristics of the healthcare sector. Additionally, the students are ready to assess their current knowledge and the information they receive critically and consult with experts if they have difficulties solving the problem independently.	Is prepared to critically assess their own readiness to enter the labour market, develop professional competencies, and seek feedback and expert advice to improve self-presentation skills and build a professional image.	[SK2] presentation/project/paper/ report
[ZOZL3_U10] Can convey information clearly and effectively, presenting their opinions across various media, using terminology from the fields of management and quality sciences, and healthcare	Is able to prepare and deliver a professional presentation, adapting its content, format, and verbal and non-verbal communication to the audience and professional context.	[SU2] presentation/project/paper/ report
[ZOZL33_K02] Is ready to perform professional roles responsibly, observe professional ethics and require this of others, and care for the achievements and traditions of the professions related to management and the healthcare sector	Is prepared to present their qualifications, competencies, and professional experience accurately and truthfully in job application documents and during job interviews, while adhering to the principles of professional ethics.	[SK1] oral statement/conversation/ discussion

Subject contents

1. **Analysis of students' individual professional and developmental potential** in the context of current labour market requirements – identification of personal competencies, strengths, limitations, and potential career development paths.
2. **Development of skills in preparing job application documents** in accordance with the requirements of the contemporary labour market – principles of writing CVs and cover letters, tailoring application documents to employers' expectations, building a positive professional image, and identifying the most common mistakes made when preparing job application documents.
3. **Development of effective self-presentation and interpersonal communication skills** – principles of public speaking, conscious use of verbal and non-verbal communication, techniques for building a positive professional image, common self-presentation mistakes, and analysis of one's own presentations.
4. **Development of skills for effective and professional participation in job interviews** – methods and techniques used in recruitment interviews, principles of presenting personal competencies and professional experience, formulating responses to behavioural interview questions using the STAR technique, common mistakes made during job interviews, and simulated recruitment interviews.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Assessment of the report and presentation.	51.0%	100.0%

Recommended reading

Basic literature	1. Cialdini R. Wywieranie wpływu na ludzi. Teoria i praktyka, GWP, 2024 2. Hogan K. Psychologia perswazji, Wydawnictwo Jacek Santorski& CO, Warszawa 2001 3. Eggert, M. Doskonałe odpowiedzi na pytania zadawane podczas rozmów kwalifikacyjnych. Rebis, Poznan, 2009 4. Hodgson, S. Rozmowa kwalifikacyjna: błyskotliwe odpowiedzi na podchwytliwe pytania. Polskie Wydawnictwo Ekonomiczne, Warszawa, 2013
Supplementary literature	1. Leary, M. Wywieranie wrażenia na innych. O sztuce autoprezentacji. Gdańsk: Gdańskie Wydawnictwo Psychologiczne, 2007 2. Turniak G., Santorski J., Alchemia kariery. Bierz życie w swoje ręce., Jarosław Szulski & Co. Dom wydawniczy, Warszawa 2012
eResources addresses	

Example issues/ example questions/ tasks being completed	1. Identification of personal strengths in the context of future professional employment. 2. Identification of personal weaknesses and opportunities for improvement. 3. Methods of improving qualifications and developing professional competencies. 4. Principles of preparing a professional CV and cover letter. 5. Principles of effective self-presentation during job interviews, including verbal and non-verbal communication.
Work placement	Not applicable

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