UNIVERSITY
OF ECONOMICS AND HUMAN SCIENCES
IN WARSAW

Field of study:

Political Science

Subject: Social Communication in practice

Level of study: undergraduate studies
System of study: Full-time
Profile of studies: practical
Subject: Social Communication in practice

Form of classes and the ECTS points

	Number of hours	ECTS points	Credit
conversation class	30		credit with mark
conversation classes	30		credit with mark
Total	60	5	

Aims of teaching

Develop the understanding of different communication strategies.
Improve social communication skills.

Intended learning outcomes

KNOWLEDGE

SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_W1	Provide students with the appropriate knowledge that allows them to analyze common communication acts	Pol_WG02 Pol_WK02
P_W2	Develop student's understanding of the key issues in social communication	Pol_WG01

SKILLS

SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_U1	Can use the appropriate communication strategies.	Pol_UW06 Pol_UK01

SOCIAL COMPETENCES

SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_K1	Can analyze a variety of communication acts.	Pol_KK02 Pol_KO05
P_K2	Ethically use, document and integrate source	Pol_KK01

Course content

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
1	Human communication: definition, forms, levels of communication	conversation class	2 / 2
2	History and the future of human communication.	conversation class	2 / 2
3	Communication Competence. Introduction.	conversation class	3 / 3
4	Communication Competence: Effective listening.	conversation class	3 / 3

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
5	Effective interpersonal communication.	conversation class	6 / 6
6	Effective group communication.	conversation class	6 / 6
7	Strategies for developing competence related to four main dimensions of communication: A. Objective B. Content C. Style D. Process	conversation class	4 / 4
8	Effective networking.	conversation class	4 / 4

Conditions of completion

CONVERSATION CLASS

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Presence in classes	30
Class work	40
Project	30

CONVERSATION CLASSES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)

Lack of definite importance.

Teaching methods

- exercises
- lectures with discussion
- multimedia presentations

Reading (compulsory)

- Dignen, Bob. Collins Effective International Business Communication 2013

Reading (additional)

- A. Antczak, B. Sypniewska. . Cross-Cultural Personal Selling 2017

Odniesienie efektów przedmiotowych do efektów kierunkowych, treści kształcenia, metod weryfikacji

SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
KNOWLEDGE			
P_W1	Pol_WG02 Pol_WK02	1 2 3 4	Active class participation
P_W2	Pol_WG01	4	Class work Project
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SKILLS			
P_U1	Pol_UW06 Pol_UK01		Class work
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SOCIAL COMPETENCES			
P_K1	Pol_KK02 Pol_KO05	4 5 6 7 8	Active participation in classes in solving tasks, examples and case studies
P_K2	Pol_KK01		Class work Case studies Project