



Field of study:

Management

Subject: Fundamentals of Social Communication

Level of study: undergraduate studies

System of study: Full-time

Profile of studies: general academic

Subject: Fundamentals of Social Communication

Form of classes and the ECTS points

	Number of hours	ECTS points	Credit
lectures	30		exam
Total	30	4	

Aims of teaching

Familiarizing the students with communication science, its theories, research and applications.

Intended learning outcomes

KNOWLEDGE		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_W1	Knows different theories of communication, and how different individual traits influence how we communicate and how we are perceived when we communicate.	Zarz_WG01_Lic Zarz_WG02_Lic Zarz_WK05_Lic
SKILLS		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_U1	Knows how to apply the theoretical knowledge of social communication in day to day interactions.	Zarz_UW01_Lic Zarz_UW02_Lic
SOCIAL COMPETENCES		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_K1	Knows how to communicate depending on a particular group setting.	Zarz_KK01_Lic Zarz_KK02_Lic

Course content

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
1	What is social communication. Theories and methods of social communication.	lectures	4 / 4
2	Cross-cultural communication	lectures	3 / 3
3	Non-verbal communication	lectures	3 / 3
4	Social influence and the mechanisms of social influence	lectures	6 / 6
5	Individual differences in communication	lectures	3 / 3
6	Self-presentation and public speaking	lectures	3 / 3
7	Group communication and leadership	lectures	4 / 4

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
8	Communication in conflict - helping behaviors and non-violent communication	lectures	4 / 4

Conditions of completion

LECTURES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Exam (for the lecturers only)	100

Teaching methods

- lectures with discussion
- movies
- multimedia presenttions

Reading (compulsory)

- Lack of literature

Reading (additional)

- Morreale, S.P., Spitzberg, B., Barge, K.. Communication: Motivation, Knowledge, Skills 2013
- Cialdini, R. . Influence: The Psychology of Persuasion 2006
- Matsumoto, D., Juang, L.. Culture and Psychology 2012

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	Zarz_WG01_Lic Zarz_WG02_Lic Zarz_WK05_Lic	1 2 3 4 5 6 7 8	Active class participation Exam
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	Zarz_UW01_Lic Zarz_UW02_Lic	1 2 3 4 5 6 7 8	Discussion during lectures Exam - test
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	Zarz_KK01_Lic Zarz_KK02_Lic	1 2 3 4 5 6 7 8	Active class participation