* + - 1. **card of course**

|  |  |
| --- | --- |
| Subject name | **Self-presentation and branding on the labour market** |

**1. Position of the subject in the study system**

|  |  |
| --- | --- |
| 1.1. Field of study | **Management** |
| 1.2. Form and path of study | **Full-time/part-time** |
| 1.3. Level of education | **Bachelor's degree studies** |
| 1.4. Profile of studies | **Practical** |

|  |  |
| --- | --- |
| 1.5. Speciality | **-** |
| 1.6. Course coordinator | **Mgr Michał Furmanek** |

**2. General characteristics of the subject**

|  |  |
| --- | --- |
| 2.1. Belonging to a group of subjects | **Practical** |
| 2.2. Number of ECTS | **1** |
| 2.3. Language of lectures | **Polish** |
| 2.4. Semesters in which the course is taught | **V** |
| 2.5.Criterion for the selection of participants | **-** |

**3. Learning outcomes and the way classes are conducted**

**3.1. Course objectives**

|  |  |  |
| --- | --- | --- |
| **Lp.** | **Course objectives** |  |
|  |
| C1 | Familiarizing students with the principles of proper self-presentation and branding on the labor market. |  |
| C2 | Deepening knowledge about the principles of effective verbal and non-verbal communication as key to branding. |  |
| C3 | Developing practical skills in presenting oneself in various situational contexts, with particular emphasis on personal branding. |  |
| C4 | Improving the ability to communicate efficiently in various social and interpersonal situations. |  |
| C5 | Developing the ability to properly prepare public speeches and acquiring the ability to cope with stress. |  |

**3.2. Subject learning outcomes, broken down into knowledge, skills and competences, with reference to the directional learning outcomes**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Lp.** | **Description of the effects concerned Learning** | **Reference to directional effects**  **learning (symbols)** | **Method of implementation (mark "X")** | | | |
| **ST** | | **NST** | |
| **Classes at the University** | **Classes at Platform** | **Classes at the University** | **Classes at Platform** |
| After completing the course, the **student knows and** understands | | | | | | |
| W1 | They know the principles of proper self-presentation and branding on the labor market and know how to use this knowledge in practice. | Z1\_W11 | X |  | X |  |
| W2 | Understands the importance of verbal and non-verbal communication in self-presentation and branding, knows the principles of effective verbal and non-verbal communication. | X |  | X |  |
| After passing the course, the **student is able** to | | | | | | |
| U1 | Can communicate with the environment using self-presentation and branding skills and can cope with stressful situations. | Z1\_U11 | X |  | X |  |
| U2 | Prepare a self-presentation in various situational contexts, with particular emphasis on personal branding. | X |  | X |  |
| After passing the course, the student in the field of **social competences** is ready to | | | | | | |
| K1 | Actively organize your own work and set priorities in order to prepare effective self-presentation. | Z1\_K01  Z1\_K03 | X |  | X |  |
| K2 | They are ready to assess their skills in the field of self-presentation and branding, their continuous improvement and conscious use. | X |  | X |  |

**3.3. Forms of classes and their number of hours - Full-time studies (ST), Part-time studies (NST)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Path** | **Lecture** | **Exercise** | **Project** | **Workshop** | **Laboratory** | **Seminar** | **Language course** | **Classes are conducted using distance learning methods and techniques in the form of ...................** | **Other** | **ECTS credits** |
| **ST** |  |  |  | 10 |  |  |  |  |  | 1 |
| **NST** |  |  |  | 10 |  |  |  |  |  | 1 |

**3.4. Learning content**(separately for each form of classes: (W, ĆW, PROJ, WAR, LAB, LEK, OTHER). It should be marked (X) how the content will be implemented (classes at the university or classes on an e-learning platform conducted using distance learning methods and techniques)

**TYPE OF CLASSES: WORKSHOP**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Lp.** | **Course content** | **Reference to the learning outcomes in question** | **Method of implementation (mark "X")** | | | |
| **ST** | | **NST** | |
| **Classes at the University** | **Classes at Platform** | **Classes at the University** | **Classes at Platform** |
| **1.** | Self-presentation – discussion of the issue | **W1** | **X** |  | **X** |  |
| **2.** | The role of the first impression | **W1, U1** | **X** |  | **X** |  |
| **3.** | Verbal and non-verbal communication in self-presentation | **W2, U1** | **X** |  | **X** |  |
| **4.** | Branding on the labor market | **W1, K1** | **X** |  | **X** |  |
| **5.** | Public speaking - types, goals, stages, barriers. | **W1, U1** | **X** |  | **X** |  |
| **6.** | Coping with stress – styles and techniques. | **W1, U1** | **X** |  | **X** |  |
| **7.** | Self-presentation and branding – practical exercises. | **U1, U2, K1, K2** | **X** |  | **X** |  |
| **8.** | Self-presentation of students. Summary of classes and discussion of grades. |  | **X** |  | **X** |  |

**3.5. Methods of assessment of learning outcomes**(indication and description of methods of conducting classes and verification of achievement of learning outcomes, as well as the method of documentation)

|  |  |  |  |
| --- | --- | --- | --- |
| **Effects** | **Teaching methods** | **Methods of Assessment of Learning Outcomes** | **Methods of documentation** |
| **KNOWLEDGE** | | | |
| **W1-W2** | Discussion of issues using a multimedia presentation, discussions, individual and group exercises | Presenting oneself in the group using the knowledge and skills acquired during the classes | Written report on students' self-presentation |
| **ABILITIES** | | | |
| **U1-U2** | Discussion of issues using a multimedia presentation, discussions, individual and group exercises | Presenting oneself in the group using the knowledge and skills acquired during the classes | Written report on students' self-presentation |
| **SOCIAL COMPETENCES** | | | |
| **K1-K2** | Discussion of issues using a multimedia presentation, discussions, individual and group exercises | Presenting oneself in the group using the knowledge and skills acquired during the classes | Written report on students' self-presentation |

**3.6. Criteria for the assessment of the achieved learning outcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Learning Outcome** | **A grade of 3 or "regret."**  **the student knows and understands/is able/ready to** | **With a grade of 3.5, the student knows and understands/is able/ready to** | **With grade 4, the student knows and understands/is able/ready to** | **With a grade of 4.5, the student knows and understands/is able/ready to** | **With a grade of 5, the student knows and understands/is able/ready to** |
| W | 51-60% of the knowledge indicated in the learning outcomes | 61-70% of the knowledge indicated in the learning outcomes | 71-80% of the knowledge indicated in the learning outcomes | 81-90% of the knowledge indicated in the learning outcomes | 91-100% of the knowledge indicated in the learning outcomes |
| U | 51-60% of the skills indicated in the learning outcomes | 61-70% of the skills indicated in the learning outcomes | 71-80% of the skills indicated in the learning outcomes | 81-90% of the skills indicated in the learning outcomes | 91-100% of the skills indicated in the learning outcomes |
| K | 51-60% of the skills indicated in the learning outcomes | 61-70% of the skills indicated in the learning outcomes | 71-80% of the skills indicated in the learning outcomes | 81-90% of the skills indicated in the learning outcomes | 91-100% of the skills indicated in the learning outcomes |

**3.7. Literature**

**Basic**

1. Kozak R., Wystąpienia publiczne : opowieść biznesowa : 4-godzinna sesja coachingowa, która przygotuje cię do każdego wystąpienia, MT Biznes, Warszawa, 2021
2. Kalka V., Elementarz wystąpień publicznych, Wydawnictwo SBM, Warszawa, 2020
3. Thiel E., Mowa ciała zdradzi więcej niż tysiąc słów, Astrum, Wrocław, 2008
4. Rzędowska Agata, Mówca doskonały : wystąpienia publiczne w praktyce, Helion, Gliwice 2009.

**Supplementary**

1. Pease Allan, Mowa ciała / Allan i Barbara Pease, Dom Wydawniczy Rebis, Poznań 2015.
2. Leary, Mark Richard. Wywieranie wrażenia na innych : o sztuce autoprezentacji, Gdańskie Wydawnictwo Psychologiczne, Gdańsk 2005.
3. Morgan Nick, Wystąpienia publiczne, Helion, Gliwice 2008.

**4. Student's workload - balance of ECTS points**

|  |  |  |
| --- | --- | --- |
| **Types of student activities** | **Student workload** | |
| **ST** | **NST** |
| **Classes requiring direct contact between the student and the academic teacher at the university** | **10** | **10** |
| Classes included in the study plan | 10 | 10 |
| **Student's own work** | **15** | **15** |
| Ongoing preparation for classes, preparation of project works/presentations/etc. | 9 | 9 |
| Preparing for the course | 6 | 6 |
| **TOTAL HOURLY STUDENT LOAD** | **25** | **25** |
| **Number of ECTS credits** | **1** | **1** |

|  |  |
| --- | --- |
| Last modified date | 30.09.2024 |
| Changes were introduced by | The Team for the Quality of Education ZAZ |
| The amendment was approved by | Anna Bielak, MA |