



institutions and organizations operating in an international environment.(IB1_K03). C3. Participants will develop their social and interpersonal skills by readiness to comply with legal, ethical and health standards in his professional work, guided by social and environmental responsibility and caring for the common good, as well as the achievements and traditions of the profession using the principles of proper communication. (IB1_K04).
<b>Form of verification</b>
Credit with a grade - a presentation on the basis of the program content
<b>Detailed data</b>
<b>Type of course:</b> Lecture/ Practical session
<b>Bibliography</b>
<b>Basic literature:</b> 1. Nęcki Z., Interpersonal communication, Antykwa, Kraków 2000. 2. Sikorski W., Nonverbal interpersonal communication. Improvement through training, Difin, Warsaw 2018. 3.Puczkowski B., Interpersonal communication in business, University of Warmia and Mazury, Olsztyn 2006. <b>Supplementary:</b> 1. Steward J., Bridges instead of walls, PWN Warsaw 2020. 2. Cialdini R. B., Influencing people. Theory and practice, GWP, Gdańsk 2007. 3. Maj-Osytek M., <i>Non-verbal communication. Self-presentation, relationships, body language</i> , Samo sedno, Warsaw 2014.
<b>Range of content</b>
<b>Lecture</b> Introduction to the subject. Practical aspects of effective communication. Components of interpersonal communication. Verbal, paraverbal and nonverbal communication. Subcodes of nonverbal communication - facial expression, kinesics, proxemics, paralinguistics, kinesthetics, apperception. Subcodes of communication in practice - footage. <b>Practical session</b> Control of one's own behavior - rationale and possibilities for modifying the messages sent Importance of proper communication in dealing with customers Personality and interpersonal communication. Influence of personality on communication behavior. Analysis of the behavior of types. Personality in communication, including in building relationships with customers. Psychology in interpersonal communication. Importance of communication in effective cooperation Difficult customer. Methods of solving problems with a difficult customer. Difficult customer in face-to-face and online contacts. Conflict situations and customer service. Ways of resolving conflicts. Rules of conduct in conflict situations. Manipulation. Assertiveness
<b>Didactic methods</b>
1. Multimedia presentation 2. Problem lecture 3. Discussion
<b>Assessment methods and assessment criteria</b>
Presentation or written paper-an analysis of a selected problem in the field of health (IB1_W01, IB1_W05, IB1_W06, IB1_K01, IB1_K04, IB1_K06, (IB1_K01, (IB1_K03) evaluation on a point scale: 55%-60% - dst; - 61%-70% - dst plus; - 71%-80% - db; - 81%-94% - db plus; - 95%-100% - bdb. Observation of the student's work in class (IB1_W01, IB1_W05, IB1_W06, IB1_K04, IB1_K05, IB1_K01, (IB1_K04)