

Course title: Interpersonal Communication

Studies: International Business

Course description form (syllabus form)

General data						
Cycle of studies	2024-2027					
Organizational unit	Faculty of Economic Sciences					
Studies	International Business, first-cycle studies					
The profile of education	General academic					
Semester	IV					
Mode of studies	full-time					
Type of course	Lecture	Practical session	Laboratory	Conversatorium	Seminar	Project
Number of hours	15	30	-	-	-	-
Number of ECTS	3					
Examination	Graded credit					
Language	English					
Content author	PhD Agnieszka Połaniecka					
Course objectives						
The purpose of the course is to familiarize students with the components, fundamentals and rules of interpersonal communication, especially important in building relationships with personnel and in customer service.						
Prerequisites						
not applicable						
Student workload						
1. Class sessions (including assessment and examination) - 45 hours 2. Reading literature for classes - 15 hours 3. Preparing assignments - 8 hours 4. Assessment preparation - 5 hours 5. Consultations-2 hours TOTAL: 75 hours (3 ECTS)						
Short description						
Interpersonal communication model. Verbal communication. Non-verbal communication, body language. Subcodes of nonverbal communication. Personality and interpersonal communication. Manipulation and assertiveness in interpersonal relations.						
Learning outcomes						
KNOWLEDGE: K1. Participants will know and understand the terminology and processes of organizational resource management and the relationship between the organization and the international environment, and has knowledge of the managerial functions of various levels. (IB1_W03). K2. Participants will know and understand the legal norms (including: copyright and industrial property protection) and principles (including: organizational, ethical, moral, financial) with their consequences, conditioning the structure and strategy of the functioning of social and economic institutions in the international aspect. (IB1_W05) K3. Participants will know and understand the legal and ethical conditions of business, attitudes and dilemmas of modern civilization and their consequences for the functioning of international business, as well as the principles and prerequisites for the creation, development of various forms of entrepreneurship in the national and international aspects. .(IB1_W06). SKILLS: S1. Participants will be able to plan and organize individual and team work, as well as discuss and cooperate in a team (including interdisciplinary in nature) in solving economic, financial and management problems in international terms, (IB1_U04). S2. Participants will be able to use theoretical and practical knowledge, including legal norms and ethical, moral, organizational and financial principles to effectively manage institutions and business entities operating in an international environment (IB1_U05). S3. Participants will be able to independently plan and implement their own lifelong learning using the principles of proper communication. (IB1_U06). COMPETENCIES: C1. Participants will develop their social and interpersonal skills by evaluating their knowledge and received content in the field of international business, the need for continuous professional training and personal development, as well as to consult experts in case of difficulties in solving problems independently. (IB1_K01). C2. Participants will develop their social and interpersonal skills by readiness to think and act in an entrepreneurial manner using proper communication, as well as to work in operational, analytical and management positions of various levels in business units,						

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).
Form of verification
Credit with a grade - a presentation on the basis of the program content
Detailed data
Type of course: Lecture/ Practical session
Bibliography
Basic literature: 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. Supplementary: 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.
Range of content
Lecture 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. Practical session 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
Didactic methods
1. Multimedia presentation 2. Problem lecture 3. Discussion
Assessment methods and assessment criteria
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)