

## CARD OF COURSE

Subject name	<b>Self-presentation and Branding in Labour Market</b>
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### 1. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1. Programme	<b>Management</b>
1.2. Mode of study	<b>Full time studies</b>
1.3. Level of degree	First-degree
1.4. Profile	Practical

1.5. Unit running the subject	<b>Nauk społecznych i humanistycznych</b>
1.6. Speciality	-----
1.7. Lecturer responsible for the subject	<b>MA Sylwia Zasada</b>

### 2. GENERAL CHARACTERISTICS OF COURSE

2.1. Connection with a subject group	<b>Primary</b>
2.2. Total credits (ECTS)	<b>1</b>
2.3. Language of instruction	<b>English</b>
2.4. Semesters in which the subject is carried out	<b>V</b>
2.5. Criterion for selection of listeners	-----

### 3. LEARNING OUTCOMES AND METHOD OF CONDUCTING CLASSES

#### 3.1. Aim of the subject

Lp.	Aim of the subject
C1	Aquisition of the knowledge on the subject of self-presentation and etiquette.
C2	Developing of the skills needed for self-presentation and etiquette in various cultural situations and context in particular, in personal branding.
C3	Improving fluent communication in various social and interpersonal situations.
C4	Aquisition of the skills needed to create your image and a applying inherent vocal abilities.
C5	Becoming aware of the importance of voice production as a key success factor in self-presentation.
C6	Getting familiar with the tricks of verbal and nonverbal communication.

#### 3.2. . Learning outcomes, divided into **KNOWLEDGE, SKILLS AND COMPETENCIES**, with reference to learning outcomes for an area (s) and a field of study

Lp.	Description of learning outcomes	Reference to the learning outcomes
After completing the subject, student in the range of <b>KNOWLEDGE</b> , can		

W1	Rules of self-presentation and etiquette	K_W08
W2	Social and interpersonal situations in which self-presentation and personal branding take place	K_W08
W3	Importance of voice production in self-presentation	K_W08
W4	Importance of verbal and nonverbal communication in self-presentation	K_W08
After completing the subject, student in the range of <b>SKILLS</b> , can		
U1	The ability to prepare a good self-presentation	K_U11
U2	Good command of voice which is consistent with image	K_U11
U3	Awareness of nonverbal message	K_U11
U4	The ability to manage verbal and nonverbal message	K_U11
After completing the subject, student in the field of <b>SOCIAL COMPETENCES</b> , can		
K1	The ability to present and defend his/ her ideas	K_K03
K2	The ability to persuade successfully to his/ her point of view	K_K03
K3	The ability to upgrade his/ her skills	K_K03

**3.1.3.3. Type of classes and number of hours – Full time studies (ST), Part time studies (NST)**

Mode of study	Lecture	Discussions	project	workshops	Lab	Seminar	lecture-ship	Additional Online ..... (form)	Others	ECTS
ST	-----	-----	-----	8	-----	-----	-----	-----	-----	1
NST										

### 3.4. Curriculum content (separately for each type of classes: (Lecture, Discussions, project workshops, Lab, Seminar, lectureship))

TYPE OF LECTURES: workshop

Lp.	Content of lectures	Form of teaching			
		FULL TIME STUDIES		PART TIME STUDIES	
		CLASSES	PLATFORM	CLASSES	PLATFORM
1.	<b>The concept of self-presentation</b> <b>Approaches to self-presentation</b> <b>The importance of first impression</b> <b>Dress code and colour code</b>	X			
2.	<b>Branding and personal branding</b>	X			
3.	<b>Psychological barriers preventing good presentation</b> <b>Awareness of body language</b>	X			
4.	<b>The way you present yourself, the way you are perceived – why is voice so important in self-presentation?</b>	X			

### 3.5 Methods of evaluation of learning outcomes (in relation to particular effects)

Learning outcome	Form of evaluation							
	Oral exam	Written exam	Project	Test	Home-work	Paper Report	Discussion	Others
W1			x				x	
W2			x				x	
W3			x				x	
W4			x				x	
U1			x				x	
U2			x				x	
U3			x				x	
K1			x				x	
K2			x				x	
K3			x				x	

### 3.6. Criteria for assessing the achieved learning outcomes

Learning outcome	Student receiving a grade 3 is able to:	Student receiving a grade 4 is able to:	Student receiving a grade 5 is able to:
W	Student knows and understands concepts of self-presentation, etiquette, communication, voice emission and branding	Student knows and understands concepts of self-presentation, etiquette, communication, voice emission and branding  Is able to explain what verbal and nonverbal synergy is in personal branding	Student/ Participant knows and understands concepts of self-presentation, etiquette, communication, voice emission and branding  Is able to explain what verbal and nonverbal synergy is in personal branding  Knows the rules of good voice produ-

			stion during the self-presentation
U	Student is able to prepare short self-presentation himself/ herself	Student is able to prepare short self-presentation himself/ herself based on the rules	Student is able to prepare short self-presentation himself/ herself based on the rules
K	Good command of self-presentation	Good command of self-presentation	Good command of self-presentation awarness of proper voice production, verbal and nonverbal communication, and knowledge of the business section he or she wants to represent

### 3.7. Literature

#### Basics:

1. Anna Jaskółka, „Mowa ciała. Jak ją odczytywać i właściwie z niej korzystać”, Wydawnictwo Jedność, Kielce 2007.
2. Agata i Jerzy Rzędowscy, „Mówca doskonały”, Wydawnictwo Onepress, Gliwice 2009.
3. Mark Leary „Wywieranie wrażenia na innych. O sztuce autoprezentacji”, Gdańskie Wydawnictwo Pedagogiczne 2010.

#### Supplementary:

1. Roy A. Cook, Gwen O. Cook, Laura J Yale, „Etykieta biznesu”, ABC a Wolters Kluwer business, Warszawa 2009.
2. Don Gabor, „Słowa, które pomagają wygrać”, Wydawnictwo Rebis, 2005.

### 4. STUDENT'S WORKLOAD – BALANCE OF CREDITS (ECTS)

Activity	Student workload	
	Full time studies	Part time studies
<b>CONTACT HOURS (activities that require direct participation of an academic teacher)</b>	<b>8</b>	
Participation in lectures	8	
Consultation (min. 10% of hours provided for any form of classes)	1	
<b>STUDENT'S OWN WORK</b>	<b>17</b>	
Independent study on the subject of lectures and completion of homework	1	
Self-preparation for other classes than lecture (project etc.)	1	
Preparation for evaluation	<b>8</b>	
Preparation for evaluation and passing an exam	<b>1</b>	
<b>TOTAL STUDENT WORKLOAD</b>	<b>25</b>	
<b>Credits (ECTS) for a subject</b>	<b>1</b>	

Date of last change	26.11.2021 r.
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Zmiany wprowadził	Sylwia Zasada
Zmiany zatwierdził	