Zał. nr 4 do ZW 64/2012

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| FACULTY OF COMPUTER SCIENCE AND MANAGEMENT  **SUBJECT CARD**  **Name in Polish** Komunikacja intrerpersonalna  **Name in English** Interpersonal communication  **Main field of study (if applicable):** Management  **Specialization (if applicable):** Business management  **Level and form of studies:** 1st/ level, full-time  **Kind of subject:** optional  **Subject code PSZ3110**  **Group of courses NO** |

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|  | Lecture | Classes | Laboratory | Project | Seminar |
| Number of hours of organized classes in University (ZZU) |  |  |  | 30 |  |
| Number of hours of total student workload (CNPS) |  |  |  | 90 |  |
| Form of crediting |  |  |  | crediting with grade |  |
| For group of courses mark (X) final course |  |  |  |  |  |
| Number of ECTS points |  |  |  | 3 |  |
| including number of ECTS points for practical (P) classes |  |  |  | 3 |  |
| including number of ECTS points for direct teacher-student contact (BK) classes |  |  |  | 1 |  |

\*delete as applicable

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| **PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES**  1. Basic knowledge of psychology  2. Ability to build research tools (questionnaires, tests, planning experiments) and to conduct statistical analyzes of the data.  3. |

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| **SUBJECT OBJECTIVES**  C1. Acquisition by students the ability to work independently in the conduct of diagnoses and expertise in the field of communication. C2. Acquisition of skills necessary to formulate conclusions and recommendations for the participants of communication processes. C3. To gain knowledge on communication as a function of manage and build relationships with the environment, as well as internal communication. |

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| **SUBJECT EDUCATIONAL EFFECTS**  relating to knowledge:  PEK\_W01 – He has knowledge about basic conditions of the communication process in the organization, he knows the resources and communication systems. He recognizes the basic determinants of the process of effective communication. PEK\_W02 - He knows the problems of communication in advertising and marketing. He has knowledge about formulation of effective advertising and marketing messages.  relating to skills:  PEK\_U01 – He’s able to plan their own research, make a choice variables, operationalization and appropriate statistical analysis of the results. PEK\_U02 - He can identify and correctly interpret the communication behavior of members of the organization or consumers. PEK\_U03 –He can use appropriate literature sources, including research reports.  relating to social competences:  PEK\_K01 – He’s able to plan work in a small team and carry out the planned activities. PEK\_K02 - He can correctly identify communication problems and choose appropriate solutions. PEK\_K03- He’s able to present their views to justify and convince them in the group. |

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| **PROGRAMME CONTENT** | | |
| **Form of classes - lecture** | | **Number of hours** |
| Lec 1 |  |  |
| Lec 2 |  |  |
| Lec 3 |  |  |
|  | Total hours |  |

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| **Form of classes - class** | | **Number of hours** |
| Cl 1 |  |  |
| Cl 2 |  |  |
| Cl 3 |  |  |
|  | Total hours |  |

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| **Form of classes - laboratory** | | **Number of hours** |
| Lab 1 |  |  |
| Lab 2 |  |  |
| Lab 3 |  |  |
|  | Total hours |  |

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| **Form of classes - project** | | **Number of**  **hours** |
| Proj 1 | The selection of research topics. | 2 |
| Proj 2 | Methodological base of the project, the principles of constructing research tools and measuring. | 2 |
| Proj 3 | Development of the problem and general research hypotheses. | 2 |
| Proj 4 | Analysis of literature and numerical secondary data / already existing | 2 |
| Proj 5 | Detailing the research problem and hypotheses. | 2 |
| Proj 6 | Detailing the research problem and hypotheses – cont. | 2 |
| Proj 7 | Selection of adequate procedures for data analysis and preparation of statistical and interpretative procedure. | 2 |
| Proj 8 | Selection of of adequate procedures for data analysis and preparation of statistical and interpretative procedure – cont. | 2 |
| Proj 9 | Conducting research. | 2 |
| Proj 10 | Conducting research – cont. | 2 |
| Proj 11 | Analysis and interpretation of empirical data. | 2 |
| Proj 12 | Analysis and interpretation of empirical data – cont. | 2 |
| Proj 13 | Presentation of the results of the research project. | 2 |
| Proj 14 | Presentation of the results of the research project – cont. | 2 |
| Proj 15 | Discussion and evaluation of projects. | 2 |
|  | Total hours | 30 |

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| **Form of classes - seminar** | | **Number of hours** |
| Sem 1 |  |  |
| Sem 2 |  |  |
| Sem 3 |  |  |
| Sem 4 |  |  |
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| **TEACHING TOOLS USED** |
| N1. Discussion N2. Multimedia presentation N3. Exercises of data analysis |

**EVALUATION OF SUBJECT EDUCATIONAL EFFECTS ACHIEVEMENT**

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| **Evaluation** (F – forming (during semester), P – concluding (at semester end) | Educational effect number | Way of evaluating educational effect achievement | |
| F1 | PEK\_W01 PEK\_W02 | Evaluation (on a scale of 1-10) |
| F2 | PEK\_U01  PEK\_U03 | Evaluation (on a scale of 1-10) |
| F3 | PEK\_K03 | Evaluation (on a scale of 1-10) |
| C Final assessment - cumulative of the three ratings forming | | | |

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| **PRIMARY AND SECONDARY LITERATURE** |
| **PRIMARY LITERATURE:**   1. McKay, M., Davies, M., Fanning, P. (2001),  *Sztuka skutecznego porozumiewania się*, 2. Ekman, P., (2003) *Kłamstwo i jego wykrywanie w biznesie, polityce i małżeństwie,* 3. Pratkanis, A., Aronson, E., (2004) *Wiek propagandy,* 4. Babbie, Earl (2008). *Podstawy badań społecznych*. Warszawa, PWN 5. Brzeziński, Jerzy (2006). *Metodologia badań psychologicznych*. Warszawa, PWN   **SECONDARY LITERATURE:**   1. Nęcki, Z. (2000) *Komunikacja międzyludzka* 2. Wojciszke, B. (2001) *Człowiek wśród ludzi* |
| **SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)** |
| Anna Borkowska, anna.borkowska@pwr.wroc.pl |

MATRIX OF CORRELATION BETWEEN EDUCATIONAL EFFECTS FOR SUBJECT

Interpersonal communication - diagnostic and research workshops

AND EDUCATIONAL EFFECTS FOR MAIN FIELD OF STUDY

Management

AND SPECIALIZATION

Business management

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| **Subject educational effect** | **Correlation between subject educational effect and educational effects defined for main field of study and specialization (if applicable)\*\*** | **Subject objectives\*\*\*** | **Programme content\*\*\*** | **Teaching tool number\*\*\*** |
| **PEK\_W01** | K1\_ZARZ\_W18 | C3 | Proj 1,3, 4, 11, 12 | N1, N2 |
| **PEK\_W02** | K1\_ZARZ\_W10 | C3 | Proj 1, 3, 4, 11, 12 | N1, N2 |
| **PEK\_U01** | K1\_ZARZ\_U14 | C1, C2 | Proj 2, 5, 6, 7, 8, 9, 10 | N2. N3 |
| **PEK\_U02** | K1\_ZARZ\_U10 | C3 | Proj 1, 3, 4, 11, 12 | N1, N2 |
| **PEK\_U03** | K1\_ZARZ\_U15 | C1, C3 | Proj 4 | N1, N3 |
| **PEK\_K01** | K1\_ZARZ\_K02 | C1, C2 | Proj 1-14 | N1, N2, N3 |
| **PEK\_K02** | K1\_ZARZ\_K04 | C2, C3 | Proj 1, 3, 4, 11, 12 | N1, N2, N3 |
| **PEK\_K03** | K1\_ZARZ\_K06 | C2 | Proj 13, 14 | N2 |

\*\* - enter symbols for main-field-of-study/specialization educational effects

\*\*\* - from table above