

## ITEM CARD

Attachment No. 1 into Regulation No 3/07/2020  
of 13 July 2020 on the model card  
subject at the Higher School of Management  
in Warsaw

I. GENERAL BASIC INFORMATION ABOUT THE SUBJECT (MODULE)										
<b>ITEM NAME</b>										
Public Speaking										
<b>Name of the organizational unit leading the course:</b>				Faculty of Management and Technical Sciences						
<b>Name of the field of study, level of education:</b>				Stage I Management						
<b>Learning profile:</b>				general academic						
<b>Name of the specialty:</b>				-						
<b>Type of learning module:</b>				Directional						
<b>Year/Semester:</b>				Year 2 semester 4						
<b>Person coordinating the subject:</b>				Prof. Evelina Kristanova						
<b>Prerequisites (resulting from the succession of items):</b>				Basic knowledge of management and marketing						
II. FORMS OF CLASSES AND NUMBER OF HOURS										
	Lecture	Exercise	Seminar	Laboratory	Workshop	Project	Seminar	Consultation	Exam/Passing	Total hours
Full-time studies	15	15								<b>30</b>
Part-time studies	10	10								<b>20</b>
III. METHODS OF TEACHING ACTIVITIES										
<b>Forms of classes</b>			<b>Didactic methods</b>							
<b>Lecture</b>			Presentations using multimedia means, discussion, staging							
<b>Exercise</b>			discussion, presentations using multimedia means, problem tasks, <i>case studies</i> , activating							
IV. OBJECTIVE LEARNING OUTCOMES IN RELATION TO LEARNING OUTCOMES FOR THE FIELD OF STUDY AND AREAS										
<b>Lp.</b>	<b>Description of the learning outcomes in question</b>								<b>Directional effect reference</b>	
<b>Knowledge:</b>										
1.	knows and understands in depth the principles of public speaking								P6S_WG ZO1_W01	
2.	knows and understands in depth the principles of image formation								ZO1_W11 P6S_WG	
<b>Abilities:</b>										
1.	is able to use his knowledge in the field of public speaking in order to shape a positive image and proper communication with the environment								ZO1_U01 P6S_UW	
2.	is able to effectively use verbal and non-verbal communication								ZO1_U06 P6S_UW	

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		P6S_UK
3.	can prepare the plan and structure of the speech	ZO1_U02 P6S_UK
<b>Social competences:</b>		
1.	is ready to critically assess their knowledge in the field of public speaking	ZO1_K01 P6S_KK
2.	is ready to form opinions on self-presentation and public speaking in the work of a manager	ZO1_K02 P6S_KO
<b>V. CURRICULAR CONTENT (LEARNING)</b>		
Lp.	Lecture:	Reference to the learning outcomes in question
1.	Introduction to subject terminology	ZO1_W01 ZO1_W11
2.	Self-presentation and public speaking in the manager's work	ZO1_W11 ZO1_K01
3.	Public speaking – preparation, course, challenges, constraints and barriers	ZO1_K02
4.	Elements of self-presentation, concepts, strategies and techniques of self-presentation	ZO1_k02
5.	Shaping the image	ZO1_K02 ZO1_U06
6.	The course of the manager's self-presentation (external appearance, space arrangement, proxemics, non-verbal speech, communicativeness)	ZO1_K01 ZO1_K02
7.	Communication verbal, non-verbal, written, via e-mail	ZO1_K01 ZO1_K02 ZO1_U06
8.	Self-presentation and public speaking under stress	ZO1_W01 ZO1_K01 ZO1_K02
9.	Basics of rhetoric (types of speeches, stages of speech preparation, identification of presentation conditions, methods of rhetoric)	ZO1_U06 ZO1_U07

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10.	Application documents (CV, LM) – essence, construction, rules of preparation, errors	ZO1_U06 ZO1_K02
11.	Job interview – essence, types, practical exercises	ZO1_W11 ZO1_K02 ZO1_K01
<b>Lp.</b>	<b>Exercises:</b>	<b>Reference to the learning outcomes in question</b>
1.	Public speaking in practice: body language and ways of speaking. Body positions: open - closed, certain - withdrawn, power - subordination. Strength of voice, tempo and clarity, giving examples, sense of humor, authenticity	ZO1_W11 ZO1_W01 ZO1_U02 ZO1_U01 ZO1_U06 ZO1_K01 ZO1_K02
2.	Methods of coping with stress and pressure (proper preparation, repetition, recording, speaking in front of a mirror, controlling the time of speech)	ZO1_W01 ZO1_K01 ZO1_K01 ZO1_K02
3.	Preparation of the plan and selection of the right structure for the type of speech and the audience	ZO1_W11 ZO1_U02 ZO1_U01 ZO1_U06
4.	Independent preparation of the plan and structure of the speech. Writing exercise with speech	ZO1_U02 ZO1_U06 ZO1_U01
5.	Recording a short speech on any topic and in the chosen form, working with the camera and then analyzing body language, voice modulation and the content of the speech. Group presentation	ZO1_W11 ZO1_K01 ZO1_K02
6.	Preparation of a paper for a scientific conference (15-20 minutes), forms, rules, answers to questions, discussion	ZO1_W01 ZO1_K01 ZO1_K01

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		ZO1_K02		
7.	Statement in the media (interview, panel, talk, podcast, blog). Practical exercises (as a journalist and invited expert)	ZO1_K01 ZO1_K02		
VI. METHODS OF ASSESSMENT OF LEARNING OUTCOMES				
Learning outcomes	Verification method	Form of classes in which EUS is verified (Learning outcome)		
Knowledge:				
ZO1_W01 ZO1_W11	Project (speech), activity in class	Lecture/Exercises		
Abilities:				
ZO1_U02 ZO1_U01 ZO1_U06	Project (speech), activity in class	Lecture/Exercises		
Social competences:				
ZO1_K01 ZO1_K02	Project (speech), activity in class	Lecture/Exercises		
VII. CRITERIA FOR ASSESSING ACHIEVED LEARNING OUTCOMES				
Learning outcomes	Unsatisfactory assessment The student does not know and does not understand/cannot/is not ready:	Grade range 3.0-3.5 The student knows and understands / can / is ready:	Grade range 4.0-4.5 The student knows and understands / can / is ready:	Very good rating The student knows and understands / can / is ready:
For each learning outcome,	The student obtains less than 50% of the maximum number of points for a given effect	The student obtains from 50% to 59% max. the number of points for a given effect on grade 3 and the student obtains from 60% to 69% max. the number of points for a given effect per grade 3.5	The student gets from 70% to 79% max. the number of points for a given effect on grade 4 and the student obtains from 80% to 89% max. the number of points for a given effect per rating 4.5	The student obtains more than 89% max. number of points
VIII. STUDENT'S WORKLOAD – NUMBER OF HOURS AND BALANCE OF ECTS CREDITS				
Type of activity ECTS		Student load		
		Studies Stationary	Part-time studies	
Participation in didactic activities (lectures, exercises, tutorials, project, laboratories, workshops, seminars) – SUM of hours – from point II		30	20	

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Exam/Passing		
Participation in the consultation		
Project / Essay	10	10
Independent preparation for didactic classes	5	10
Preparing to pass a teaching class	5	10
<b>Total student workload (25h = 1 ECTS) TOTAL hours/ECTS</b>	<b>2 ECTS credits/ 50 h</b>	<b>2 ECTS credits/ 50 h</b>
Student load in classes in direct contact with the teacher	30	20
Student load in practical classes		
Student load in practical vocational preparation classes		
Student load in research preparation classes	20	30
<b>IX. LITERATURE AND OTHER DIDACTIC MATERIALS</b>		
<b>Basic literature:</b>		
<ol style="list-style-type: none"> <li>1. Gallo C., <i>Speak like TED: 9 ways to make a good presentation according to outstanding speakers</i>, Buchmann - Foksal Publishing Group, Warsaw 2016.</li> <li>2. Kozak R., <i>Public Speeches</i>, MT Biznes, Warsaw 2021;</li> <li>3. Morreale S. P., <i>Communication between people: motivation, knowledge, skills</i>, Wydawnictwo Naukowe PWN, Warsaw 2022</li> <li>4. Waszkiewicz-Raviv, A., <i>Visual PR: the power of images in organizational communication</i>, Warsaw University Publishing House, Warsaw 2021.</li> </ol>		
<b>Supplementary literature:</b>		
<ol style="list-style-type: none"> <li>1. Kutnyj, P, <i>The art of self-presentation and public speaking: live and online...</i>, PWN, Warsaw 2021.</li> <li>2. Sánchez R., <i>How to communicate effectively : a passport to global communication</i>, Rebis Publishing House, Poznań 2022.</li> <li>3. Stopczynska K. , <i>Creating a brand image using modern forms of marketing communication</i>, SIZ Publishing House, Łódź 2021.</li> <li>4. Tworzydło, D., <i>Communicating organizations in crisis: models and methods of risk reduction</i>, Wydawnictwo Naukowe PWN SA, Warsaw 2022.</li> <li>5. Wilk, I., <i>Image in enterprise marketing</i>, Monographs of Lodz University of Technology, Łódź 2021</li> <li>6. Wilmanowicz, E., <i>Influential manager: strategies for building leadership and reputation</i>, Onepress - Helion Publishing House, Gliwice 2021.</li> <li>7. Wiśniewska K., <i>English for speeches and presentations: a practical guide. Public speeches and presentations in English</i>, Poltext, Warsaw 2022.</li> </ol>		
<b>Other teaching materials:</b>		
Research reports, scientific publications, articles from specialist journals, case reports.		
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