

## SYLLABUS

**Name:** Communication Tools (BudAB>SI1COMTOO19)

**Name in Polish:**

**Name in English:** Communication Tools

### Information on course:

**Course offered by department:** Faculty of Civil Engineering  
**Course for department:** Silesian University of Technology

### Default type of course examination report:

ZAL

### Language:

English

### Course homepage:

<https://platforma.polsl.pl/rb/>

### Short description:

During the lecture, the issue of barriers in social communication, in particular when undertaking innovations in the sphere of business, will be addressed. The aim will also be to familiarize students with the issues of innovation and marketing innovation and to disseminate MPM (Marketing Needs Matrix) and ISR (Individual Development Paths) - as tools supporting the MSME sector.

### Description:

Lecture: 15 hours

Ex. 15 hours

1. Introduction to marketing innovation with special emphasis on the six dimensions: customer, environment, brand strategies, processes, competences.
2. The importance of organizational culture in taking innovative actions.
3. Fundamentals behavior of individual entrepreneurs and their subordinates. Overcoming resistance to the changes.
4. Creating an attitude of responsibility for the implementation of innovative actions. The role of innovation leaders.
5. Attitudes of entrepreneurs of sector MSME, students and doctoral students to the problems of enterprise innovation.
6. New challenges for the business sector of MSMEs.

Class

1. MPM - construction tools
2. Analysis of examples of innovative activities in the dimension: the client
3. Analysis of examples of innovative activities in the dimension: the environment
4. Analysis of examples of innovative activities in the dimension: brand
5. Analysis of examples of innovative activities in the dimension: processes
6. Analysis of examples of innovative activities in the dimension: strategies
7. Analysis of examples of innovative activities in the dimension of competence
8. Practical application of ISR

### Bibliography:

[1] P. Weryński: Research methodology of innovative behaviour, Difin, Warszawa 2015.

[2] P. Weryński (red.): Matryca Potrzeb Marketingowych w sektorze MMŚP. Diagnoza problemu i konstrukcja narzędzia, Difin, Warszawa 2012

[3] P. Weryński (red.): Matryca Potrzeb Marketingowych w sektorze MMŚP. Testowanie i upowszechnianie narzędzia, Difin, Warszawa 2013

### Learning outcomes:

SKILLS:

K1A\_U13 – is able to communicate with the environment using specialist terminology.

K1A\_U14 – is able to apply acquired knowledge to formulate and solve complex and non-standard problems, as well as perform tasks under not fully predictable conditions through:

- appropriate selection of sources and information derived from them,
- evaluation, critical analysis, and synthesis of this information, selection and application of appropriate methods and tools, including advanced information and communication technologies;
- critical evaluation of possessed knowledge and recognition of the importance of knowledge.

COMPETENCES:

K1A\_K03 – is ready to solve cognitive and practical problems, improve professional and personal competencies, develop language skills, and formulate expert opinions on technical and technological processes carried out in construction.

### Assessment methods and assessment criteria:

The condition for passing the course:

1) is to prepare a presentation and a paper on one of the dimensions of innovation (a chapter from the monograph). P. Weryński: Research methodology of innovative behaviour, Difin, Warsaw 2015.

FINAL ASSESSMENT:

100% (preparation a presentation and a paper)

Assessment methods and assessment criteria:

PREREQUISITES: No requirements

COURSE PASS REQUIREMENTS:

- 1) attendance in class
- 2) regular consultation on the progress of work on the project

USOSweb: Szczegóły przedmiotu: BudAB>SI1COMTOO19, w cyklu: <brak>, jednostka dawcy: <brak>, grupa przedm.: <brak>

**FINAL GRADE:**

To have partial grades transferred, students should contact the instructor within the first two weeks of the semester  
The syllabus is effective from the winter semester of the 2025/2026 academic year, and its content is not subject to change during the semester.

**Element of course groups in various terms:**

Course group description	First term	Last term
<i>missing group description in English</i> (BudAB-S1-2019-sem1)	2020/2021-Z	

**Course credits in various terms:**

<b>&lt;without a specific program&gt;</b>			
Type of credits	Number	First term	Last term
European Credit Transfer System (ECTS)	2	2020/2021-Z	