

## SYLLABUS

**Name:** HES 2 - Communication techniques and tools (ZIPAOZ>SI1CTaT22O)

**Name in Polish:**

**Name in English:** HES2-Communication techniques and tools

### Information on course:

**Course offered by department:** Faculty of Organization and Management

**Course for department:** Silesian University of Technology

**Term:** Winter semester 2023/2024

**Cordinator of course edition:** Dr Małgorzata Nadziakiewicz

### Default type of course examination report:

ZAL

### Language:

English

### Short description:

The objective of the course is to discuss the role and importance of communication on the organizational level starting from group process analysis and team work to modern communication tools in business.

### Description:

Lecture:

1. Group processes and their implications for communication.
2. Communication in teams
3. Modern instruments of impression management
4. Communication and leadership
5. Social media use in the organizational context
6. Communication styles. Gender differences in communication styles
7. Intercultural context of communication in organisations.

Exercises

1. Verbal communication
2. Nonverbal communication
3. Written communication
4. How to prepare good presentation
5. Making content. Idea generation and creativity.
6. Negotiations, mediations - how to support group processes in organisations.
7. Facilitation - how to support group processes in organisations.
8. Communication barriers and conflict resolution.
9. Public speaking principles. Persuasive techniques
10. Communication techniques in advertising.
11. Digital workspace - communication tools used in modern business.
12. Meeting etiquette
13. Online meeting etiquette.
14. Review

### Bibliography:

Dictionary of the Social Sciences, ed. by Craig Calhoun, Oxford University Press 2002

Zaller J., The Nature and Origins of Mass Opinion, University of California, Los Angeles, first published 1992 (reprinted 1993, 1995, 1996, 1999, 2001, 2002, 2003).

Lindzey, G., & Aronson, E. (1968 & 1985). The handbook of social psychology (2nd & 3rd eds.). New York: Random House.

Pratkanis, A. R., & Aronson, E. (2001). Age of propaganda: The everyday use and abuse of persuasion. New York: Henry Holt.

### Learning outcomes:

Student knows and understands

K1A\_W5 Basic social, economic, legal, ethical and other non-technical conditions of engineering activity, including basic concepts and principles in the field of protection of industrial property and copyright.

K1A\_U2 Identify, analyze and interpret social and economic phenomena and processes using knowledge in the field of social sciences and standard methods and tools of management and quality sciences in engineering management activities aimed at shaping the efficiency, productivity and organization of production enterprises.

K1A\_K2 Fulfilling social obligations, co-organizing activities for the social environment, initiating activities for the public interest, thinking and acting in an entrepreneurial manner.

### Assessment methods and assessment criteria:

Lecture-Test

Exercises- Presentation

### Information on course edition:

### Default type of course examination report:

ZAL

### Short description:

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### Description:

Lecture

1. Group processes and their implications for communication.
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7. Intercultural context of communication in organisations Exercises 1. Verbal communication 2. Nonverbal communication 3. Written communication 4. How to prepare good presentation 5. Making content. Idea generation and creativity. 6. Negotiations, mediations - how to support group processes in organisations. 7. Facilitation - how to support group processes in organisations. 8. Communication barriers and conflict resolution. 9. Public speaking principles. Persuasive techniques 10. Communication techniques in advertising. 11. Digital workspace - communication tools used in modern business. 12. Meeting etiquette 13. Online meeting etiquette. 14. Review
<b>Notes:</b>
Lecture-Test Seminary- Presentation

### Details of classes and study groups

lecture (15 hours)

#### Study groups details

*missing study groups details*

classes (30 hours)

#### Bibliography:

Dictionary of the Social Sciences, ed. by Craig Calhoun, Oxford University Press 2002  
Zaller J., The Nature and Origins of Mass Opinion, University of California, Los Angeles, first published 1992 (reprinted 1993, 1995, 1996, 1999, 2001, 2002, 2003).  
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#### Assessment methods and assessment criteria:

Lecture-Test  
Exercises- Presentation

#### Classes topics:

Lecture:  
1. Group processes and their implications for communication.  
2. Communication in teams  
3. Modern instruments of impression management  
4. Communication and leadership  
5. Social media use in the organizational context  
6. Communication styles. Gender differences in communication styles  
7. Intercultural context of communication in organisations.

#### Exercises

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#### Teaching methods:

Lecture- Power Point presentation  
Exercises- Case studies

#### Study groups details

*missing study groups details*

### Element of course groups in various terms:

Course group description	First term	Last term
<i>missing group description in English</i> (ZIPAOZ>SI-1-23-O)	2023/2024-Z	

**Course credits in various terms:**

<without a specific program>			
Type of credits	Number	First term	Last term
European Credit Transfer System (ECTS)	3	2022/2023-Z	