



## Subject card

Subject name and code	External communication and risk management, PG_00065903						
Field of study	Nuclear Engineering						
Date of commencement of studies	February 2026		Academic year of realisation of subject		2026/2027		
Education level	second-cycle studies		Subject group		Specialty subject group Humanistic-social subject group		
Mode of study	Full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Institute of Energy -> Faculty of Mechanical Engineering and Ship Technology -> Wydział Politechniki Gdańskiej						
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. inż. Waldemar Kamrat				
	Teachers						
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	15.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		5.0		15.0	50
Subject objectives	The main objective of the course is to familiarize students with the state of knowledge in the field of external communication (so-called external PR) and risk management at every stage of the implementation of the nuclear energy development program in Poland. The utilitarian objective is to teach students the procedures and methodology of communication with the environment, which will lead to an increase in the level of acceptance for nuclear energy in Poland.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_K13] is ready for responsible performance of professional roles, considering ever-changing need of the society, including self development and supporting and fulfilling work ethics		The student is prepared to perform professional roles responsibly, taking into account changing social needs, including: developing achievements, maintaining ethos and observing professional ethics.		[SK1] Assessment of group work skills [SK3] Assessment of ability to organize work [SK4] Assessment of communication skills, including language correctness [SK5] Assessment of ability to solve problems that arise in practice		
	[K7_K12] is ready for fulfilling social commitment and initiation of actions for public interest including entrepreneurial thinking and acting		The student acquires basic skills useful for fulfilling social obligations and initiating activities for the public interest, including entrepreneurial thinking and acting.		[SK3] Assessment of ability to organize work [SK4] Assessment of communication skills, including language correctness [SK5] Assessment of ability to solve problems that arise in practice		
	[K7_W11] interprets social, economic, legal (including industrial and intellectual property laws), and other non-technical aspects of engineering activities, and includes them into engineering practice		The student can interpret the social, economic, legal (including the impact on the protection of industrial property and copyright) and other non-technical conditions of engineering activities and apply them in engineering practice		[SW1] Assessment of factual knowledge [SW3] Assessment of knowledge contained in written work and projects [SW2] Assessment of knowledge contained in presentation		

Subject contents	External communication definitions.External communication building models.Types of external communication.Strategic goals of external communication.External communication tools.Types of risk in the development of nuclear energy.Investment risk modeling methods.Investment risk assessment methods		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		55.0%	100.0%
Recommended reading	Basic literature	1.Dale Carnegie :How to Win Friends and Influence People  2. Robert Cialdini: Influencing People: Theory and Practice3. Allan and Barbara Pease: Body Language4. Mark Goulson: Just Listen5. Collective work edited by W. Kamrat: Energy Economy in Market Conditions6. Daniel Goleman: Emotional Intelligence	
	Supplementary literature	Andrew Ross Sorkin : Too Big to Fail. Kurhaus Media.Warszawa, 2012	
	eResources addresses		
Example issues/ example questions/ tasks being completed	1.Basic definitions of external communication.2.External communication modeling processes.3.Tools and effects of external communication.4.Risks in the development of nuclear energy.5.Models and methods of investment risk assessment		
Work placement	Not applicable		

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