



## Subject card

Subject name and code	Communication in the business environment, PG_00072159						
Field of study	Economic Analytics						
Date of commencement of studies	October 2025	Academic year of realisation of subject			2026/2027		
Education level	first-cycle studies	Subject group			Optional subject group Subject group related to scientific research in the field of study		
Mode of study	Full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			2.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit	Department of Human Capital -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor	dr Paweł Ziemiański					
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	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	to prepare students for effective communication and collaboration within teams, particularly in solving interdisciplinary problems, based on knowledge of communication theories and tools in the business environment, as well as to develop attitudes related to responsible and ethical decision-making in the context of organizational functioning.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_U03] collaborates with others in solving interdisciplinary problems.	is able to collaborate with others in solving interdisciplinary problems, applying team communication and argumentation techniques, as well as principles supporting collaboration in the business environment.			[SU3] Assessment of ability to use knowledge gained from the subject		
	[K6_K02] is prepared to make competent and ethical decisions to create and maintain economic, social, and environmental values, demonstrating entrepreneurial actions.	is ready to make competent and ethical decisions in the process of communication within an organization, in particular through active participation in team tasks, analysis of problem situations, and reflection on the consequences of communication-related actions.			[SK5] Assessment of ability to solve problems that arise in practice		

Subject contents	Course content – exercises 1. Introduction to communication in the business environment 2. Models and processes of interpersonal communication different approaches 3. Communication in interdisciplinary teams 4. Communication styles and their role in teamwork 5. Problem-solving in team communication 6. Communication barriers and ways to overcome them 7. Nonverbal communication in business 8. Communication in conflict situations 9. Ethics of communication in business 10. Communication and decision-making in organizations 11. Communication in a multicultural environment 12. Communication tools in organizations (including messaging platforms and collaboration tools) 13. Argumentation and persuasion in business communication 14. Business presentations 15. Summary and project presentations											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 618 794 645">Subject passing criteria</th> <th data-bbox="799 618 1137 645">Passing threshold</th> <th data-bbox="1142 618 1469 645">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 651 794 678">Group project</td> <td data-bbox="799 651 1137 678">60.0%</td> <td data-bbox="1142 651 1469 678">70.0%</td> </tr> <tr> <td data-bbox="456 685 794 712">Assessment of task completion</td> <td data-bbox="799 685 1137 712">60.0%</td> <td data-bbox="1142 685 1469 712">30.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Group project	60.0%	70.0%	Assessment of task completion	60.0%	30.0%
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Assessment of task completion	60.0%	30.0%										
Recommended reading	Basic literature	Hamilton, Ch. (2022). Effective Business Communication  Duhigg, Ch. (2024). Supercommunicators.										
	Supplementary literature	Grenny i in. (2021). Crucial conversations										
	eResources addresses											
Example issues/ example questions/ tasks being completed	Identify common communication barriers in the business environment and propose ways to overcome them.  How does communication affect the quality of decisions made in organizations?  Propose a solution to a communication problem in a project team, considering collaboration and ethical aspects.											
Practical activities within the subject	Not applicable											

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