



Subject card

Subject name and code	Business communication skills, PG_00072170						
Field of study							
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		
Mode of study	Full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			English		
Semester of study	3	ECTS credits			2.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit	Department of Informatics In Management -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor	dr Marta Szeluga-Romańska					
	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 in a business environment, including delivering presentations, conducting negotiations, and building professional relationships, based on knowledge of interpersonal and organizational communication, while fostering attitudes of responsibility, ethics, and entrepreneurship in the context of contemporary management challenges.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[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 communication decisions in a business environment, particularly through active participation in teamwork, conducting negotiations, and reflecting on their communication style and its impact on relationships and organizational values.			[SK1] Assessment of group work skills [SK4] Assessment of communication skills, including language correctness		
	[K6_W03] knows reliable sources of information and utilizes advanced knowledge to explain contemporary management issues.	knows and understands reliable sources of information and how to use them in business communication, particularly in preparing messages, building arguments, and analysing management problems.			[SW3] Assessment of knowledge contained in written work and projects		

Subject contents	Course content – exercises 1. Basics of business communication communication models, barriers, and how to overcome them. 2. Verbal and nonverbal communication in business. 3. Active listening as a key managerial competency. 4. Professional written communication (emails, reports, memos). 5. Storytelling in business. 6. The art of presentations and public speaking. 7. Cross-cultural communication. 8. Business negotiations. 9. Team communication building relationships and collaboration between employees. 10. Feedback and difficult conversations on difficult topics. 11. An inspiring and motivating leader. 12. Managing communication in a crisis situation. 13. Persuasion and social influence in business. 14. Digital communication and netiquette (Teams, LinkedIn). 15. Personal branding.											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 618 788 645">Subject passing criteria</th> <th data-bbox="801 618 1145 645">Passing threshold</th> <th data-bbox="1152 618 1489 645">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 654 788 680">evaluated during classes</td> <td data-bbox="801 654 1145 680">60.0%</td> <td data-bbox="1152 654 1489 680">50.0%</td> </tr> <tr> <td data-bbox="456 689 788 712">evaluated after classes</td> <td data-bbox="801 689 1145 712">60.0%</td> <td data-bbox="1152 689 1489 712">50.0%</td> </tr> </tbody> </table>	Subject passing criteria	Passing threshold	Percentage of the final grade	evaluated during classes	60.0%	50.0%	evaluated after classes	60.0%	50.0%		
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evaluated after classes	60.0%	50.0%										
Recommended reading	Basic literature	Communication for Business Success, Open Source Library https://open.umn.edu/opentextbooks/textbooks/business-communication-for-success										
	Supplementary literature	IEEE Transactions on Professional Communication, https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=47										
	eResources addresses											
Example issues/ example questions/ tasks being completed	How to choose the proper form of document for the business purpose?											
Practical activities within the subject	Not applicable											

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