GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	External communication and risk management, PG_00065903		
Field of study	Nuclear Engineering		
Date of commencement of studies	February 2027	Academic year of realisation of subject	2027/2028
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 -> Faculties of Gdańsk University of Technology		
Name and surname of lecturer (lecturers)	Subject supervisor	prof. dr hab. inż. Waldemar Kamrat	
	Teachers		

Lesson types

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_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	[SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects [SW1] Assessment of factual knowledge
[K7_K12] is ready for fullfiling social commitement and initation 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.	[SK5] Assessment of ability to solve problems that arise in practice [SK4] Assessment of communication skills, including language correctness [SK3] Assessment of ability to organize work
[K7_K13] is ready for responsible performance of proffesional roles, considering ever-changing need of the society, including self developement and supporting and fullfiling 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.	[SK5] Assessment of ability to solve problems that arise in practice [SK4] Assessment of communication skills, including language correctness [SK3] Assessment of ability to organize work [SK1] Assessment of group work skills

<table>
<tr><td>Subject contents</td><td colspan="3">Course content – lecture

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</td></tr>
<tr><td>Prerequisites and co-requisites</td><td colspan="3"></td></tr>
<tr><td>Assessment methods and criteria</td><td colspan="3"><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td></td><td>55.0%</td><td>100.0%</td></tr></table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td colspan="2">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</td></tr>
<tr><td>Supplementary literature</td><td colspan="2">Andrew Ross Sorkin : Too Big to Fail. Kurhaus Media.Warszawa, 2012</td></tr>
<tr><td>eResources addresses</td><td colspan="2"></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="3">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</td></tr>
<tr><td>Practical activites within the subject</td><td colspan="3">Not applicable</td></tr>
</table>

Document generated electronically. Does not require a seal or signature.