

The Jerzy Kukuczka Academy of Physical Education in Katowice Faculty of Sport and Tourism Management			
Field of study and level of education:	Management - II degree		Mode of study: Full / Part time
Course title	COMMUNICATION MANAGEMENT		
Name of the group of items and its symbol	Module in the area of social sciences	GNS	
Education profile	General - academic		
Language of instruction	English		
Type of education module	mandatory	optional	X
Specialty	All specialties		
Year of study	First degree		
Semester	Second		
Number of ECTS points	Two		
Title / degree, name and surname lecturer	Luis Ochoa Siguencia PhD		
Directional learning effects - symbols	Learning outcomes		
KNOWLEDGE			
K_W01, K_W02, K_W37	K1	knows the basic principles and concepts of the theory of organization and management from its first creators to modern times, list the various schools that make up the history of this discipline	
K_W17, K_W18, K_W19	K2	knows the principles of evaluation of entrepreneurial and effective activities and proper communication within the organization as well as its surroundings	
K_W04, K_W09, K_W39	K3	knows how to define and select the correct type of organizational structure of the company (eg service, production) with the selected activity profile	
SKILLS			
K_U02, K_U04, K_U14	S1	can select appropriate methods and tools for description and analysis of the problems and areas of the organization and its environment and assessing their suitability and effectiveness	
K_U25, K_U26, K_U28	S2	can classify organizational structures useful for a given type of sports and tourist organization taking into account the specificity of their activities	
K_U16, K_U19, K_U25	S3	can design organizational structures for a selected company	
SOCIAL COMPETENCE			
K_K01, K_K02, K_K04	C1	is aware that knowledge in the scope of the organization's functioning as well as methods of managing it depends on many macroeconomic factors in the country and in the world, and consequently is not stable and requires constant updates and adjustments to new trends prevailing in the global economy	
K_K06, K_K07, K_K08	C2	is aware that proper communication facilitates running a business and allows for optimal decision making	
K_K03, K_K08	C3	is prepared to initiate and actively participate in the work of interdisciplinary teams in the work environment and beyond	
Course contents	<ol style="list-style-type: none"> 1. Introduction to Communication Management. 2. Definition of communication. 3. Non-verbal communication. 4. Organisational communication. 		

	<ol style="list-style-type: none"> 5. Communication barriers. 6. Interpersonal communication. 7. Written communication. 8. E-mail and its effect on communication in organisations. 9. Effect of the personal computer and the Internet on communication. 10. Group communication. 11. Oral communication. 12. Graphic communication. 13. Mass media and advertising.
Prerequisites and additional requirements	knowledge of the English language at an advanced level in speech, writing and understanding
compulsory literature	<ol style="list-style-type: none"> 1. Kaye. (2014). Communication Management and Beyond, Pearson Education Australia, p. 392. 2. Ochoa Siguencia, L. (2018). Contemporary Information Technologies in Business Management. Publishing House of the Research and Innovation in Education Institute, Czestochowa; p. 231.
Additional literature	<ol style="list-style-type: none"> 1. Locker, K. O., & Kaczmarek, S. K. (2014). Business Communication: Building Critical Skills (6th ed.). New York, NY: McGraw-Hill Irwin. 2. Ochoa Siguencia, L., Marzano, G., & Herman, D. (2017). Information communication technology for professional development of adult education staff management: challenges and prospects in the Silesia region. Society. Integration. Education. Proceedings of the International Scientific Conference. 3. 575-584. 10.17770/sie2017vol3.2385. 3. Ochoa Siguencia, L. (2016). Applied Information and Communication Technology, INBIE, p. 1-74. 4. Ochoa Siguencia, L., Herman, D., Marzano, G. & Rodak, P. (2016). The Role of Social Media in Sports Communication Management: An Analysis of Polish Top League Teams' Strategy. Procedia Computer Science. 104. 73-80. 10.1016/j.procs.2017.01.074.
Planned forms / activities / didactic methods	<p>Lecture: lecture with elements of discussion</p> <p>Workshops / exercises</p> <ul style="list-style-type: none"> • Simulation and case study analysis - conducted with activating methods; • solving selected problems in task-design teams
Assessment methods	Grading / assignments
Assessment methods of learning outcomes	<p>Lecture: written test with open / closed questions or computational tasks</p> <p>Exercises / workshops: students perform specific tasks and solve team problems in group work;</p>
Criteria for assessing the achievement of the learning outcomes	<p>Assessment criteria for passing:</p> <ol style="list-style-type: none"> 1. To develop independently or in a group a given problem - a project, a multimedia presentation, an oral presentation, and activity during classes 2. It is considered to be of sufficient value when the student: <ol style="list-style-type: none"> a) develop the given issue - project 3. Formal requirements for receiving the pass mark: <ol style="list-style-type: none"> a) very good (5) - the student will develop a very well-designed project, and a multimedia presentation, which will be presented in the form of a speech and will show significant activity during classes b) good plus (4+) - the student will develop a very well-designed project, but with some shortcomings and a multimedia presentation, which will be presented in the form of an appearance will also show activity during classes

	<p>c) good-student (4) - will develop a well-designed project and multimedia presentation, which will be presented in the class</p> <p>d) sufficient plus (3+) - the student will develop a well-designed project, but with some shortcomings and prepare a multimedia presentation</p> <p>e) Sufficient (3) - the student will develop a satisfactorily project</p> <p>f) Insufficient (2) - the student will not develop a given project or develop it badly</p>
Professional training	not applicable
FULL TIME STUDIES	<p>participation in lectures = 26 hours</p> <p>project preparation = 13 hours</p> <p>preparation for passing = 13 hours</p> <p>total number of hours = 52 hours</p> <p>direct contact with the teacher 50% hours</p> <p>number of ECTS points = 2 points</p> <p>Minimum number of student work hours $2 \times 26h = 52h$</p>
Balance of ECTS points	

Evaluation of learning outcomes				
Learning outcomes	Form of assessment			
	Test	Project	Teaching discussion.	Presentation
K1	X	X		X
K2	X	X		X
K3	X	X		X
S1			X	X
S2		X	X	X
S3			X	
C1			X	
C2			X	
C3			X	