

**A COURSE SYLLABUS – DOCTORAL SCHOOL
REGARDING THE QUALIFICATION CYCLE FROM 2022 TO 2026**

GENERAL INFORMATION ABOUT COURSE				
Course title	Public speaking			
Name of the unit running the course	Doctoral School at University of Rzeszów			
Type of course (obligatory, optional)	obligatory			
Year and semester of studies	II / III			
Discipline	Economics and finance			
Language of Course	polish			
Name of Course coordinator	Katarzyna Szara			
Name of Course lecturer	Katarzyna Szara			
Prerequisites	Knowledge of the principles of social communication.			
BRIEF DESCRIPTION OF COURSE (100-200 words)				
<p>The aim of the course is to provide knowledge about the principles of preparing public speeches. The specific goals are: 1. providing knowledge related to the preparation of public statements and the rules of making them, 2. developing public speaking skills. The content of the course includes the presentation of basic types of speech composition depending on the genre and context. It will also include a presentation of the principles of effective communication. The most effective ways of starting a speech, attracting the audience's attention, conducting arguments, using modern rhetoric, and ending skillfully will be indicated. Attention will be paid to non-verbal communication. The most common mistakes in the area of communication will be presented. The classes will discuss the principles of preparing written statements tailored to selected target groups. The principles of preparing multimedia presentations will also be presented.</p>				
COURSE LEARNING OUTCOMES AND METHODS OF EVALUATING LEARNING OUTCOMES				
Learning outcome	The description of the learning outcome defined for the course	Relation to the degree programme outcomes (symbol)	Learning Format (Lectures, classes,...)	Method of assessment of learning outcomes (e.g. test, oral exam, written exam, project,...)
Knowledge (no.)	(Knows and understands)			
1	To an extent that makes it possible to revise existing paradigms – global achievements, including theoretical foundations and general issues and selected detailed issues – specific to a given scientific or artistic discipline.	P8S_WG1	exercises	occurrence
Skills (no.)	(Able to)		exercises	occurrence
1	Communicate on specialist topics to a degree that allows for active participation in the international scientific community.	P8S_UK1	exercises	occurrence
2	Organize or participate actively in scientific	P8S_UK3	exercises	occurrence

	conferences					
3	Initiate evidence-based scientific debate	P8S_UK4	exercises	occurrence		
4	Participate in scientific discourse.	P8S_UK5	exercises	occurrence		
5	Use a foreign language at the B2 level of the Common European Framework of Reference for Languages (CEFR) to a degree that allows for participation in the international scientific and professional environment.	P8S_UK6				
Social competence (no.)	(Ready to)		exercises	occurrence		
1	. Maintain and develop the ethos of research and creative environments, including: – conducting scientific activity in an independent manner, – respecting the principle of public property of scientific activity results, taking into account the principles of intellectual property protection.	P8S_KR1	exercises	occurrence		
LEARNING FORMAT – NUMBER OF HOURS						
Semester (no.)	Lectures	Seminars	Lab classes	Internships	others	ECTS
III		6				1
METHODS OF INSTRUCTION						
discussion, consultation, conversational lecture						
COURSE CONTENT						
Types of public speaking and their characteristics. The process of preparing for speeches. Practical tips for speaking in public. The effectiveness of the spoken word. The art of argumentation and effective persuasion - preparing persuasive speeches, ways of arguing and building trust that determines the effectiveness of persuasive messages. The use of non-verbal communication. Reading the signals of others. The most common mistakes in communication. The use of tools and techniques that increase the attractiveness of the presentation.						
COURSE ASSESSMENT CRITERIA						
Pass with grade. Public speech with a multimedia presentation.						
TOTAL PhD STUDENT WORKLOAD REQUIRED TO ACHIEVE THE INTENDED LEARNING OUTCOMES – NUMBER OF HOURS AND ECTS CREDITS						
Activity			Number of hours			
Scheduled course contact hours			6			

Other contact hours involving the teacher (consultation hours, examinations)	
Non-contact hours – student`s own work (preparation for classes or examinations, project, etc.)	19
Total number of hours	25
Total number of ECTS credits	1
INSTRUCTIONAL MATERIALS	
Compulsory literature:	Carnegie D., Po szczeblach słowa. Jak stać się doskonałym mówcą i rozmówcą?, Warszawa 2009. Decker B., Wystąpienia publiczne. Trening dla menedżerów, polityków i ekspertów PR, Warszawa 2009. WYSTĄPIENIA PUBLICZNE. WYDAW. STUDIO EMKA, WARSZAWA 2006.
Complementary literature:	Detz J., Sztuka przemawiania. Gdańskie Wydawnictwo Psychologiczne, Gdańsk 2007. Kuziak M., Sztuka mówienia. Poradnik praktyczny. PWN. Warszawa, 2008. Rzędowska A., Rzędowski J., Mówca doskonały. Wystąpienia publiczne w praktyce, Helion 2012.