

Course description Faculty of Management  
E. Kwiatkowski University of Business and Administration  
in Gdynia academic year 2021/2022

**1. Course information in compliance with the Study Programme of  
MANAGEMENT**

Course Name: <b>Creating Manager's Image</b>						Course Code: <b>B6</b>			
Type of studies: <b>Bachelor's Full-time / Part-time</b>			Profile of education: <b>PRACTICAL</b>			Specialization scope: <b>all</b>			
Year: <b>II</b> Term: <b>3</b>			Course /module status: <b>obligatory / basic education</b>			Course / module language: <b>English</b>			
Type of classes	Lectures	Practical classes			Total	consultation	ECTS Credits		
		tutorials	laboratory classes	seminars			Classes with lecturer	Independent work of student	Total
Teaching Hours Full time studies	15	15	-	-	30	3	1,2	0,8	2,0
including practical classes	-	15	-	-	15	2	0,6	0,4	1,0
Teaching Hours Part time studies	10	10	-	-	20	2	0,8	1,2	2,0
including practical classes	-	10	-	-	10	1	0,4	0,6	1,0
Form of examination	<b>Graded pass / Exam</b>								
Course / module Coordinator	<b>Dr Radosław Stojek</b>								
Lecturers	<b>Dr Radosław Stojek</b>								
Priority effects of the item specified in the Senate resolution		<b>Z_W06, Z_W07, Z_U07, Z_U09, Z_K03</b>							

**2. Lecturer tasks**

**Course learning objectives:**

The aim of the course is to familiarize students with the importance of the manager's image and its role in playing managerial roles. Students ought to know how important it is to have a positive image and they should be able to use different tools, techniques and instruments to build proper relations with the stakeholders.

Subject code	Expected learning outcomes	Reference to learning outcomes for the field of Management
<b>Knowledge</b>		
<b>W_01</b>	The student knows and understands at an advanced level issues related to the human being as an entity creating socio-economic organizations and the effects of having a better or worse image of a manager.	<b>Z_W06</b>
<b>W_02</b>	Has advanced knowledge of the competences of managers and entrepreneurs that determine the effectiveness of their actions, including the importance of an appropriate image in relations with others.	<b>Z_W07</b>
<b>Skills</b>		
<b>U_01</b>	Can prepare an oral presentation using professional terms and concepts from the field of management in such a way as to create a positive image of himself.	<b>Z_U07</b>
<b>U_02</b>	Has the ability to formulate judgments on important image-shaping matters and is willing to deepen his own knowledge and learn throughout his life.	<b>Z_U09</b>
<b>Social competence</b>		
<b>K_01</b>	He is ready to perform his professional roles responsibly, including observing the principles of professional ethics and demanding it from others, as well as caring for the achievements and traditions of the profession.	<b>Z_K03</b>
Topics of particular classes with the number of hours		
<p style="text-align: center;"><b>LECTURES</b> <b>(THEORETICAL CLASSES)</b></p> <ol style="list-style-type: none"> <li>1. The image of the manager as a communication tool with the environment 2h/1h</li> <li>2. Overview of the concept of image, manager's identity 2h/1h</li> <li>3. Discussion of the image elements 2h/2h</li> <li>4. Discussion of the image features (synthetic; credibility; passivity; liveliness; simplicity; ambiguity) 2h/2h</li> <li>5. Overview of types of images, factors influencing the image. 2h/1h</li> <li>6. Image and non-verbal communication. Discussion of non-verbal communication as a signal in communication, including: kinesiology; paralinguistics; self-presentation (technical); touch; proxemics; chronemics; elements of the environment. 3h/2h</li> <li>7. Principles of creating trust by the manager 2h/1h</li> </ol> <p style="text-align: center;"><b>TUTORIALS</b> <b>(PRACTICAL CLASSES)</b></p> <ol style="list-style-type: none"> <li>1. Discussion of the element influencing the building of trust. 2h/2h</li> <li>2. Tools used by the manager to create his own image in the team 2h/1h</li> <li>3. Management style / style of communication with the team. 2h/1h</li> <li>4. Building the organizational culture of your own team. 2h/1h</li> <li>5. The art of exerting influence on a team of employees. 2h/2h</li> <li>6. Savoir-vivre principles used in creating the manager's image. 2h/1h</li> <li>7. Discussion of savoir-vivre from the perspective of clothing, forms of behavior during visits, correspondence, telephone etiquette. 2h/2h</li> </ol>		

Methods of teaching	Lecture with the use of multimedia techniques, exercises in the form of a lecture with a moderated discussion, presentation and discussion of projects, discussing practical examples
Literature	The Image of a Manager in Market Conditions Anar B. Valievaa, Ainur M. Orazbaievaa and Kazyna O. Shaiheslyamovaa aKazakh University of Economics, Finance and International Trade, KAZAKHSTAN  <a href="https://www.iejme.com/download/the-image-of-a-manager-in-market-conditions.pdf">https://www.iejme.com/download/the-image-of-a-manager-in-market-conditions.pdf</a>
Optional Literature	Business Etiquette Guide  <a href="https://www.oxy.edu/sites/default/files/assets/business-etiquette_0.pdf">https://www.oxy.edu/sites/default/files/assets/business-etiquette_0.pdf</a>

### 3. Tasks and time of independent student work

Tasks descriptions	Number of hours		ECTS Credits	
	Full-time	Part-time	Full-time	Part-time
<b>The tasks of theoretical</b>	<b>10</b>	<b>15</b>	<b>0,4</b>	<b>0,6</b>
Preparation for classes and final exam	10	15	0,4	0,6
<b>The tasks shaping practical skills</b>	<b>10</b>	<b>15</b>	<b>0,4</b>	<b>0,6</b>
Development of the scenario of the meeting - exercises in the field of business precedence during the reception of guests	4	6	0,4	0,6
Exercises in the field of social precedence - development of the scenario of the meeting	3	5		
Development of the scenario of the company's Supervisory Board meeting summarizing the year of operation	3	4		
<b>TOTAL student workload in hours</b>	<b>20</b>	<b>30</b>	<b>0,8</b>	<b>1,2</b>

### 4. Methods of verification and documentation of the learning outcomes assessment

Symbol of learning outcomes	Methods of verification and documentation
<b>W_01, W_02</b>	Discussion at lectures, exam
<b>U_01, U_02</b>	Student's activity in class, participation in discussions, preparation of presentations, solving practical examples
<b>K_01</b>	Discussion during classes

	<p><b>Basic criteria of assessment:</b></p> <p>To obtain a positive grade for the course, the student must complete a test on the Moodle platform for at least 51% of the maximum number of points. In order to pass the exam, the student must pass the exam on the Moodle platform with at least 51% of the maximum number of points. The grades are issued in accordance with the grading system in force at WSAiB. Assessment criteria: up to 50% - insufficient 51% - 60% - satisfactory 61% - 70% - a sufficient plus 71% - 80% - good 81% - 90% - a good plus from 91% - very good</p>
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