

Information sheet for the course Communication and Presentation in Personnel Management

University: <i>Alexander Dubček University of Trenčín</i>	
Faculty: <i>Faculty of Social and Economic Relations</i>	
Course unit code: <i>KMaREZ/ lz22PVd/14</i>	Course unit title: <i>Communication and Presentation in Personnel Management</i>
Type of course unit: <i>required elective</i>	
Planned types, learning activities and teaching methods: <i>Lecture: 2 hours weekly/28 hours per semester of study; face to face</i> <i>Seminar:</i>	
Number of credits: <i>3</i>	
Recommended semester: <i>6th semester 3rd year</i>	
Degree of study: <i>I. (bachelor)</i>	
Course prerequisites: <i>"none"</i>	
Assesment methods: <i>Communication and presentation is an interactive subject that takes the form of a training of communication skills, presentations and argumentations. The final evaluation of the subject - final grade is based on the analysis and correction of communication problems of public speech on the selected topic applied via method of video-training feedback and implementation of ongoing communication exercises. Evaluation A: 90-100 points, evaluation B: 80-89 points, evaluation C: 70- 79 points, evaluation D: 60-69 points, evaluation E: 50-59 points.</i>	
Learning outcomes of the course unit: <i>A student completing the course obtains a relatively comprehensive system of knowledge about the different levels of communication, the presentations in human resource management with the definition of basic concepts of public relations, public relations objectives, forms and methods of public relations. The student can correctly define each element of the communication process and describe communication and presentation in personnel management. The student understands the general rules of public presentation, forms of public presentation such as personal presentation and presentation of an opinion, business presentation, public presentation of the organization, techniques and technologies of public presentations. After successful completion of the learning process, the student is able to conduct communication and presentation activities and apply new skills such as public relations, written communications, public presentation, negotiation and bargaining, international and intercultural negotiations.</i>	
Course contents: <ol style="list-style-type: none"><i>1. Introduction to the subject content of the course.</i><i>2. The communication process in the system of management.</i><i>3. Substance of communication, psychological aspects of communication management, conducting of interview.</i><i>4. Written communication, organizational culture, national and international rules of written communication.</i><i>5. Public relations, the nature of "public relations", objectives, forms, methods and ethical principles.</i><i>6. Intra-organizational communication, prerequisites for functioning of intra-organizational communication, phases of communication.</i><i>7. Objectives of intra-organizational communication, means of intra-organizational communication, communication barriers.</i><i>8. Negotiation and bargaining, communication processes, personal image.</i><i>9. Basics of rhetoric, historical aspects, preparation for a speech, speaker and listener.</i>	

10. *Rhetoric of managers, preparation and content of the speeches, the time horizon of presented sphere, types of speeches.*
 11. *Video training and feedback with the evaluation.*
 12. *Video training and feedback with the evaluation.*
 13. *Video training and feedback with the evaluation.*

Recommended of required reading:

- Živčicová, E.: *Základy psychológie. TnUAD Trenčín 2011*
 Živčicová, E.: *Základy psychológie učenia. Univerzita Jana Amose Komenského, Praha 2011*
 Živčicová E.: *Základy psychológie. TnUAD, Trenčín 2006*
 Živčicová, E.: *Profesionálna komunikácia. In: Finančný manažment a controlling. Iura Edition, Bratislava 2008*
 Živčicová, E.: *Neverbálna komunikácia. In: Personálny manažment nielen pre personalistov. Iura Edition, Bratislava 2009*
 Boroš, J.: *Základy sociálnej psychológie. IRIS, Bratislava 2001*
 Hloušková, I.: *Vnitrofiremní komunikace. Grada, Praha 1997*
 Slanačová, D.: *Základy praktickej rétoriky. PU, Prešov 2001*
 Štika, J. – Rymeš, M. – Riegel, K. – Hoškovec, J.: *Základy psychologie práce a organizace. Karolinum, Praha 1996*
 Tegze, O.: *Neverbální komunikace. Computer Press, Praha 2003*
 Výrost, J. – Slaměník, I.: *Sociální psychologie. Portál, Praha 1997 Časopis FSEV – Sociálně-ekonomická revue*

Language: Slovak

Remarks:

The course is offered in the summer semester of the third year of full-time undergraduate studies and in the winter semester of the fourth year of external undergraduate studies. This course is required elective. The number of students in a seminar laboratory group ranges from 15 to 18 students.

Evaluation history:

A	B	C	D	E	FX
0.00	0.00	0.00	0.00	0.00	0.00

Lectures: *Mgr. Kristína Račková, PhD.*

Last modification: 24.04.2014

Supervisor: *doc. Mgr. Sergej Vojtovič, DrSc.*