

Code of subject	M_WE_SEM5 KOM PERS
Field of study	Veterinary medicine
Name of the training module including the Polish name	Interpersonal communication Komunikacja interpersonalna
Language of instruction	English
Type of the training module	obligatory
Level of the training module	Master level
Form of studies	Full-time
Location in the programme (year)	III
Location in the programme (semester)	V
Number of ECTS credits with a division into contact/noncontact	1 (0,6/0,4)
Name and surname of the person in charge	Dr Aleksandra Lato/ dr Justyna Rynkiewicz
Unit offering the subject	
Aim of the module	<p>Acquainting with contemporary theories of communication, selected principles of effective interpersonal communication, persuasive communication, assertive communication and non-verbal communication.</p> <p>Acquiring the ability to make a positive impression, ask open-ended questions and build trust.</p> <p>Acquiring the ability to build persuasive messages in order to convince the client (animal owner) to follow the recommendations and to adopt a positive attitude towards a given therapy.</p> <p>Acquiring the ability to construct persuasive, assertive and constructive messages, both in stressful and conflict situations.</p> <p>Acquiring the ability to recognize emotions based on the analysis of facial micro-expression and non-verbal communication.</p> <p>Acquiring the ability to identify and eliminate obstacles in the communication process</p>
Learning outcomes	<p>Knowledge:</p> <p>K1. Student knows contemporary theories of communication and influence techniques, as well as issues related to facial micro-expression, non-verbal and assertive communication.</p> <p>Skills</p> <p>S1. Student is able to use selected techniques of exerting influence. He or she can use persuasive communication, as well as create and recognize selected gestures and micro-expressions based on the analysis of body language.</p> <p>Social competence:</p> <p>C1. Student is prepared to build effective messages in interpersonal relationships and to break through communication boundaries</p>
Preliminary and additional requirements	none

<p>Contents of the training module – a compact description</p>	<p>Classes will be conducted in the form of seminars.</p> <p>Learning the principles of interpersonal communication in relationships mainly between the veterinarian and the client (owner of the patient-animal), as well as with specialists from various disciplines.</p> <p>Acquisition and improvement of the ability to construct persuasive messages using selected techniques of exerting influence.</p> <p>Using the Six Principles of Influencing Robert Cialdini, both on-line and off-line.</p> <p>Susceptibility to persuasion and the client's personality (conformism / nonconformity).</p> <p>Emotional and rational messages in the process of persuasion.</p> <p>Learning the rules (e.g. a broken record) and the structures of an assertive speech (e.g. the structure of a I-messages).</p> <p>Characteristics of a submissive, aggressive and assertive attitude, and the principles of setting boundaries in a veterinarian's office.</p> <p>Case study of selected communication situations. Acquiring the ability to analyze body language and facial micro-expression.</p> <p>Personal space in a doctor's office. Acquiring the ability to construct constructive messages in stressful and conflict situations.</p>
<p>Recommended and obligatory reading list</p>	<p>Basic literature</p> <ul style="list-style-type: none"> • Carnegie D., Communicating Your Way To Success, Dhaka Nilkhet / Bangla Bazar Print/Collection, 2018. • Carnegie D., How to Win Friends & Influence People, SIMON & SCHUSTER; 100th Printing edition (January 1, 2011) • Cialdini R., Influence. Science and Practice. Allyn & Bacon: 2001. • Pease B., Pease A., The Definitive Book of Body Language: The Hidden Meaning Behind People's Gestures and Expressions, by Barbara Pease Hardcover, 2006. <p>Supplementary literature</p> <ul style="list-style-type: none"> • Fiske J., Introduction to Communication Studies. Taylor & Francis Ltd, 2010. • Leathers D. G., Successful Nonverbal Communication; Principles and Applications, Routledge 2017.
<p>The intended forms/activities/ teaching methods</p>	<p>Constructing persuasive messages. Interpretation and analysis of the recipient's body language, discussion, project, case study, multimedia presentation.</p>

<p>Methods of verification and documentation forms of the achieved learning outcomes</p>	<p>Evaluation of the project task, evaluation of the performance (drama scenes, case study), evaluation of the presentation.</p> <p>Knowledge: projects</p> <p>Assessment criteria</p> <ul style="list-style-type: none"> • use of Cialdini's 1st rule of influence: grade 2.0; • use of Cialdini's influence rule 1: degree 2.0; • use of 2 principles of Cialdini influence: grade 3.0; • use of the 3 principles of Cialdini influence: grade 4.0; • use of 4-6 principles of Cialdini influence: grade 5.0., <p>Skills: presentation of selected drama scenes, case study and simulation, discussion, analysis and interpretation of problem situations.</p> <p>Criteria for evaluating the presentation (case study scenes):</p> <ul style="list-style-type: none"> • use of the 1st principle of persuasion and assertiveness: grade 2.0; • use of the 1st principle of persuasion and assertiveness: grade 2.0; • the use of 2 principles of persuasion and assertiveness: grade 3.0; • the use of 3 principles of persuasion and assertiveness: grade 4.0; • use of the 4 principles of persuasion and assertiveness: grade 5.0. <p>Social competences: evaluation of cooperation skills in the field of interpersonal communication, evaluation of the construction of selected messages during the presentation.</p> <p>Presentation evaluation criteria:</p> <ul style="list-style-type: none"> • giving the theory; grade 3.0, • giving theory with practical examples, grade 4.0; • giving theory with practical examples and preparing questions for the group, grade 5.0. 																											
<p>Balance of ECTS credits</p>	<p>Forms of classes: lecture, seminars, consultations, preparation for classes, preparation of projects, studying literature</p> <table border="1" data-bbox="662 1534 1436 1848"> <thead> <tr> <th></th> <th><i>Hours</i></th> <th><i>ECTS</i></th> </tr> </thead> <tbody> <tr> <td>seminars</td> <td>15</td> <td>0,5</td> </tr> <tr> <td>tutorials</td> <td>2</td> <td>0,1</td> </tr> <tr> <td>TOTAL contact</td> <td>17</td> <td>0,6</td> </tr> <tr> <td colspan="3" style="text-align: center;">Noncontact hours</td> </tr> <tr> <td>preparation for seminars</td> <td>6</td> <td>0,24</td> </tr> <tr> <td>preparing the project</td> <td>2</td> <td>0,08</td> </tr> <tr> <td>studying literature</td> <td>2</td> <td>0,08</td> </tr> <tr> <td>TOTAL non-contact / ECTS</td> <td>10</td> <td>0,4</td> </tr> </tbody> </table>		<i>Hours</i>	<i>ECTS</i>	seminars	15	0,5	tutorials	2	0,1	TOTAL contact	17	0,6	Noncontact hours			preparation for seminars	6	0,24	preparing the project	2	0,08	studying literature	2	0,08	TOTAL non-contact / ECTS	10	0,4
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<p>Relationship between subject learning outcomes and veterinary studies learning outcomes</p>	<p>K1 –W-inne + S1 – A.U13 +, U-inne + Sc1 – K9 +++,</p>
<p>Impact of selected compounds to final grade</p>	<p>Writing an email to the client (animal owner) using the principles of persuasion, assertiveness and constructive interpersonal communication. Describing the conflict situation between the veterinarian and the client (animal owner) and offering a solution. The final grade is based on the average grades for individual practical tasks (e.g. project, speech - case study scenes, presentations).</p>