RESULT 4

Perfect Project LLC Białystok

SYSTEM OF TRAINING SESSIONS IN THE AREAS OF COMMUNICATION, BUSINESS ETHICS AND ICT

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I COMMUNICATION

Aneta Brzostek, Justyna Fidrocka, Adrianna Koosowska

1. Course description

This course highlights the role of communication on the way to achieve professional and personal success. It includes several issues connected with communication and effective forms and tools for communicating. The knowledge of assertiveness, active listening or communicational barriers will certainly help to get out of many difficult situations in professional and personal life.

This training is directed to individuals for whom communication in everyday life plays a very important role, those who deal with customer service or sale. The course will be also helpful for those who want to raise the quality of their actions and interpersonal relations through the development of communicational skills.

2. Course aims

The main aim is to familiarising participants with the issues of communication as well as deepening their knowledge connected with the area of business attitudes and behaviour, customer service and sale.

Detailed aims:
After completing the course a student will be able to:
- Differentiate between types of communication and indicate the rules of effective communication;
- Adjust communication to environment, types of interlocutors, use proper body language;
- Indicate what is empathy, assertiveness, the selective perception;
- React properly to criticism and stress;
- Point out what is professional customer service, sale, types of clients;
- Use modern tools of communication in professional and personal life;
- Read professional literature and Internet resources connected with communication.

3. Course format

This course is supposed to be realised within 30 hours (conducted in the online form). Each module includes instruction of the "next step".
The course includes sources and activities such as:
- Communication tools (chat, discussion forum, e-mail, voting);
- Educational materials (e-books, glossaries, multimedia presentations, instructional films);

- Exercises and practical tasks (they will appear in an open form and will demand personal work and the contact with a teacher);
- Learning and checking tests.

4. Educational content

The first part contains educational content such as:
1. Introduction to interpersonal communication:
   - Effective communication,
   - Verbal communication,
   - Non-verbal communication,
   - Principles of effective communication,
   - Depending space,
   - Empathy.
2. Adaptation and a conversation in proper relation with the surroundings:
   - Instinctive reflectivity,
   - "language" of the interlocutor,
   - "the map of the inner world".
3. Body language versus relation with the surroundings:
   - The meaning of body language,
   - Lying versus body language.
4. The first impression versus stereotypes:
   - Attitude of the interlocutor versus the first impression,
   - Stereotypes,
   - Selective perception.
5. Active listening including emphatic listening:
   - Emotions,
   - Three elements of good listening,
   - The idea of a paraphrase.
6. Assertiveness in relation to the surroundings (including constructive criticism):
   - The idea of assertiveness,
   - Types of behaviour,
   - Types of criticism,
   - Reaction to criticism and aggression.
7. Creativity- the ways of its stimulation:
   - Creative thinking,
   - World perception versus the influence of personality,
   - Idea Killers in group work,
   - Self-assessment and self-control,
   - Creative motivation.
8. Stress as the main barrier of creativity stimulation:
   - The idea of stress,
   - Body reaction to stress,
   - Habits and beliefs.
9. Ways and techniques of dealing with stress:
   - Sport,
   - Proper diet,
   - Surroundings.

The second part of e-training includes:
1. Professional customer service:
   - Selection of appropriate ways of customer service,
   - The meaning of quality of the appropriate customer service.
2. Customer versus business effectiveness.
3. Stages of a pro-client model of sale:
   - Raising trust,
   - Analysis of client's needs,
   - Propositions and possibilities of solving problems,
   - Sale confirmation and closing,
   - After-sale contact,
   - The process of sale- summary.
4. Psychological types of clients:
   - Perception of different types of clients,
   - Methods of dealing with clients.

The third part of e-training includes:
1. How do social media work?
   - Facebook,
   - Youtube,
   - Instagram,
   - Twitter,
   - Snapchat,
   - LinkedIn.

2. How to use the Internet marketing in "traditional" business?
3. Which innovations to introduce in economic activity?
   - Innovativeness as the key factor of development of firms,
   - Influence of innovativeness on competitiveness of enterprises.

5. Essential requirements

Students participating in the training are required to have computer skills connected with basic software, the Internet and the e-learning platform.

6. Technical requirements

A participant of the course should have: a computer or a mobile device with access to the Internet. On the website of the course technical requirements will be placed as well as the list of software (freeware) necessary for using the materials of the course:
- Adobe Acrobat – https://get.adobe.com/pl/reader/
- VLC Media Player – https://www.videolan.org/vlc/
- Movie Maker – http://windows.microsoft.com/plpl/windows/get-movie-maker-download

7. Rules for participation

A participant of the e-course gets acquainted with the information placed in lesson blocks, answers audit questions and solves the summarising quiz. In the case of open questions, he/she

sends his/her work on the server to have it corrected by the teacher. If there is a need, the participant contacts with the person in charge of the course via e-mail.

8. Credit system

The only requirement to complete the course is participation in all the activities with the points given.

II BUSINESS ETHICS

Joanna Michałowska, Cezary Michałowski

1. Course description

Each of us follows certain rules in our private lives. This is nothing different than ethical principles. It should be the same in professional life because of objective advantages coming from ethical behaviour. During the "Business Ethics" course you will get to know that business can be ethical and, at the same time, profitable and you will develop the abilities to put moral principles into practice.
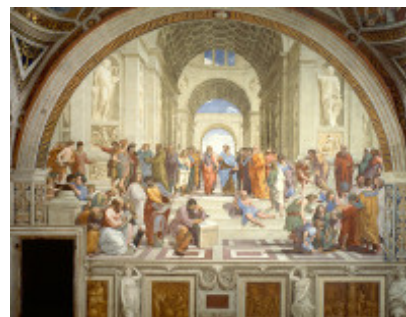
This course is addressed to students of secondary schools from the three cooperating schools that participate in the project" "International partnerships for improving the quality of teaching in vocational schools" as well as all those who want to learn ethical behaviour in business.

The subject of the course is familiarizing with:
- Range and aims business ethics,
- Examples of ethical and non-ethical behaviour in firms and on this basis forming ethical attitude of future employees, employers, managers,
- Ethical code in firms.

Advantages of participating in the course:
- Systematization of the knowledge about ethical behaviour in business so that ethical actions were not intuitive only,
- Learning about advantages coming out of ethical behaviour in a firm from the position of: employee, employer, manager,
- Learning about advantages coming from ethical behaviour on the micro, mezo, macro and global levels.

Course participation includes:
- Logging on the e-learning platform,
- Acquiring information placed in the courses on MOODLE platform
- Going through the exercises in the course.

2. Course aims

   2.1.The main aim is learning about the main ethical principles that are obligatory in business and formation of ethical position of future employees, managers and employers.

2.2. Detailed aims:

After completing the course a participant can:

1. Give examples of ethical and non-ethical behaviour of employees in firms.
2. Give examples of ethical and non-ethical behaviour of an employer/manager in firms.
3. Analyse ethical and non-ethical behaviour of an employee in the context of profits and loses of a company.
4. Analyse ethical and non-ethical behaviour of an employer/manager in the context of profits and loses of a company.
5. React to non-ethical behaviour of others.
6. Develop a code of ethics.
7. Register intellectual and industrial property.
8. List the arguments speaking for social business responsibility.

3. Course format

This course is designed to be realised within 30 hours (conducted in an online form). Each module includes an instruction of the "next step".
The course includes sources and activities such as:
- The communication tools,
- Educational materials,
- Exercises and practical tasks,
- Learning and checking tests.

The content of teaching in blocks creates integral entity and should be conducted in the certain order. The tasks will be assessed in the point scale in accordance with the correctness of doing the task.

4. Educational content

4.1 Block I: Range and aim of business ethics and basic glossary connected with it

Topics:
1. Range and the aim of business ethics
   a) Definition of ethics,
   b) Definition of business ethics: science that deals with moral and ethical issues of economic life,
   c) Basic ethical values in business,
   d) Levels of considerations:
      - Micro-moral problems coming out of behaviour of people and individual actions,
      - Mezo-problems of a company, responsibility of management,
      - Macro-moral evaluation of market functioning, evaluation of functioning of the fair-play rule,
      - Global- responsibility of companies on a global scale.
   e) Fields of activity:
      - Descriptive ethics- answers the question: what is the real state of morality of a social group in a certain time?
      - Normative ethics- answers the question: how should it be? What rules should be respected?

- Critical ethics- deals with justifying decisions.
f) Aims of business ethics:
  - Making decisions that are justified economically and ethically,
  - Solving ethical conflicts,
  - Working out common rules for the sides of the conflict,
  - Ethical analysis of professional commitments,
  - Rationality- calculation of profits and loses of individual employees, firms, local, regional and global business.
g) Ethical attitude: the ethical code of a company,
h) Identification of key values in business,
i) Business ethics entities:
  - Ethical employer,
  - Ethical employee,
  - Customers.
2. Influence of ethics on profits in a company. Examples of ethical and non-ethical behaviour in a firm as well as influence on developed profits or profit loss.

4.2 Block II: Manager

Topics:
3. Manager in business:
  a) Who is a manager?
  b) What are the fields of management?
  c) What are the main roles of a manager: interpersonal, communicative, decision-making?
4. Effective manager:
  a) Self-discipline,
  b) A sense of their own value,
  c) Assertiveness,
  d) Empathy,
  e) Being directive,
  f) Ability to manage emotions and discharge conflicts,
  g) Ability to negotiate,
  h) Ability to set goals for themselves and others,
  i) Ability to motivate,
  j) Resistance to stress,
  k) Good psychophysical condition.
5. Manager's ethics:
  a) Features of a manager: honesty, wisdom, being always fair, protection of the environment, high personal culture, carrying of all subordinates, respect for every human being, listening in the way that every employee feels being listened to, following employees' rights.
  b) Documents describing the rights of an employee and a human being.
6. Ethical manager- case study.

4.3 Block III: Employer

Topics:
7. Duties of an employer towards an employee:
  a) Respect for dignity and personal possessions of an employee,

b) Paying the salary in the right way and the right time,
c) Informing employees about the range of their duties,
d) Appropriate organization of time of work,
e) Discrimination counteract,
f) To facilitate improving skills for workers,
g) Objective and fair work assessment,
h) Formation of the rules of coexistence,
i) Counteracting mobbing,
j) Following safety rules.

8. A company of equal chances.
   a) Recruitment:
      - The rule of equality of sexes in interviews,
      - The rule of equality of sexes in job advertisements,
      - Pay of women and men,
      - Differences in pay according to positions,
      - Non-financial payment.
   b) Access to training and promotions, the influence of family situations on participation in training and access to promotions.
   c) Protection against firing employees from a job, a guarantee to come back to work after non-active period at work; a guarantee of protection of employment relationship for pregnant women and women on maternity leave.
   d) Finding solution to join professional and family duties.

9. A company of equal chances- case study

10. Fair contracts:
    a) Signing contracts with employees,
    b) Signing contracts with customers,
    c) Signing contracts with subcontractors.

11. Non-ethical behaviour of an employer:
    a) Discrimination in a workplace,
    b) Sexual harassment,
    c) Mobbing,
    d) Eavesdropping of employees,
    e) Paying wages behind schedule,
    f) Verbal aggression,
    g) Breaking safety rules,
    h) Understating wages,

12. Non-ethical behaviour of an employer- case study.

13. Mobbing in the workplace.
    a) What is mobbing?
    b) Where can mobbing be found?
    c) Stages of mobbing.
    d) Effects of mobbing.
    e) Counteracting mobbing

14. Mobbing - case study.

15. How to build the ethical culture in a company? Actions creating the ethical culture in a company.

16. Ethics in e-business.

4.4 Block IV: Employee

Topics:
17. Ethical employee:
    a) Honesty,
    b) Conscientiousness,
    c) Respecting principles and duties,
    d) Care for property of the company,
    e) Involvement,
    f) Cooperation with other workers,
    g) Care for customers of the company,
    h) Whistleblowing.
18. Ethical behaviour of an employee- case study.
19. Non-ethical behaviour of an employee:
    a) Cheating at work,
    b) Wasting materials,
    c) Purposeful destruction of property,
    d) Lack of involvement, passive attitude,
    e) Abuse of sick leaves,
    f) Leaving work,
    g) Acting against other employees,
    h) Defrauding property of the company,
    i) Embezzling of other workers' belongings.
20. Non-ethical behaviour of an employee- case study.

4.5 Block V. Gaining fair profits

Topics:
21. Customers. Responsibility of a company towards a consumer.
    a) Quality of a product,
    b) Reliable information about advantages and disadvantages of the product,
    c) Packaging of the product,
    d) Safety of a consumer,
    e) Supplying products and services at fair prices,
    f) Respecting the rules of confidentiality,
    g) Making sales agreements which do not contain hidden records,
    h) Considering complaints,
    i) Protection of consumer rights. The Office of Competition and Consumer Protection.
22. Protection of consumer rights- case study.
23. Gaining fair profits. Corruption. Market competition.
    a) The essence of corruption,
    b) Economic corruption,
    c) Property corruption versus personal corruption,
    d) Who is punished for corruption?
    e) Penalties for corruption,
    f) Fight with corruption,
    g) Action against corruption – GRECO.
24. Lobbing. Groups of pressure.
    a) What is lobbing?
    b) Professional ethics of lobbyists.

25. Intellectual property. Industrial property.
    a) Definition of intellectual property,
    b) Definition of industrial property,
    c) Laws of industrial property,
    d) Restrictions connected with rights of industrial property,
    e) Registration of rights of industrial property,
    f) Infringement of intellectual property.
26. Corporate Social Responsibility (CRS). Responsibility of business as emanation of society functioning.

4.6 Block VI. Codes of ethics

Topics:
27. Ethical codes of selected professional groups.
    a) What is a code of ethics?
    b) What information should be included in a code of ethics?
28. Creating ethical codes of selected professional groups- practical exercises.

5. Essential requirements

A participant of the course should possess basic computer and Internet skills.

6. Technical requirements

A participant of the course should have: a computer (smartphone or tablet) with the Internet access.

7. Rules for participation

A participant of the e-course gets acquainted with the information placed in lesson blocks, answers audit questions and solves the summarising quiz. In the case of open questions, he/she sends his/her work on the server to have it corrected by the teacher. If there is a need, the participant contacts with the person in charge of the course via e-mail. He/ she also has the possibility to express his/her opinion on the forum.

8. Credit system

The only requirement to complete the course is participation in all the activities with the points given.

III ICT

Katarzyna Gagan, Anna Krawczuk

1. Course description

ICT skills are the competencies cited as crucial by the European Union. ICT includes the ability to use information technology in learning, work, and leisure. These are the basic skills in the use of computers to capture, assess, store, produce, present and exchange information, and to communicate and participate in collaborative networks via the Internet, in personal, social, professional life. Using the tools for creating and presenting information, the ability to find and use information on the Internet, is the support for critical thinking, creativity and innovation for each of us.

This course is directed to people who want to improve their ICT skills. It includes 4 thematic blocks: resources and applications "in the cloud", the creation of business documents with a text editor, calculations and statistics, tools for presentation and promotion of professional achievements. In the course, the authors have proposed computer applications, services and resources "in the cloud", as well as social media. Their use will improve the work and make it more attractive; in addition, it will ensure saving space on your computer. Applications available "in the cloud" allow you to work in a distributed environment, where data is not "tied" to any device; there are virtual network "clouds", which you can reach from any location, using any network device, without synchronization in place or time.

2. Course objectives

2.1 Main aim:
Improving students' digital and information skills using innovative multimedia and mobile technologies.

2.2 Objectives:
After the course the student can:
- use applications and services working in the "cloud",
- create business documents in a text editor,
- use formulas and functions in a spreadsheet,
- present statistics in a graphical manner,
- develop and present a multimedia presentation,
- use social networking sites and blogs to promote their company,
- work in a group.

3. Course format

The course is designed to carry out online in the amount of 30 hours. Each module of the course will include instruction of the "next steps". The course will include the following resources and activities:

- communication tools (chat, forum, e-mail, voting, webinars),
- educational materials (e-books, glossaries, multimedia presentations, instructional videos)
- exercises / practical tasks (occur in the form of an open and will need to upload a file)
- learning tests and checks.

Teaching content in individual modules will form an integral whole and should be carried out in order. Practical tasks will enable the acquisition of the ability to use ICT tools. Obligatory tasks will be evaluated on a point scale according to the correctness of the task.

4. Educational content

4.1 Block 1 – Resources and applications „in the cloud"
Topics:
1. What is working in the cloud?
2. Applications and services running in the cloud:
- Mail (gmail),
- Office applications (Google documents and spreadsheets),
- Network drives (Google Drive),
- Image galleries (Google Images, Flickr, Pixabay),
- Calendar (Google Calendar).
3. Advantages and disadvantages of working in the cloud.
4. Cloud work safety.

4.2 Block 2 – The creation of business documents with a text editor
Topics:
1. Working on documents without the need of installing software.
2. Creating a letterhead template.
3. Co-creating business documents.

4.3 Block 3 – Calculations and statistics
Topics:
1. Formulas and functions to create calculations and statistical lists in a spreadsheet:
   a. types of data,
   b. formatting and editing,
   c. functions and formulas.
2. Graphical presentation of data – creating graphs.

4.4 Block 4 – Tools for presentation and promotion of professional achievements
Topics:

1. The art of presentation and the basics of public speaking:
- characteristics of a good presentation,
- the 5W principle,
- structure of the presentation,
- way of information transfer.

2. Developing a presentation using Prezi application.

3. The use of social media in the company development:
- social networking sites that specialize in dealing professionally-business (e.g. LinkedIn, Twitter, Google+),
- company profiles on social networking sites,
- corporate blogs.

5. Essential requirements

The students participating in the training are expected to possess: basic computer skills (operating system, e-mail, instant messaging, office productivity applications and eLearning platforms), the ability of reading comprehension, the correct formulation of the messages written in the technical (the ability to work with the keyboard) as well as and linguistic sense (logical statements, correct grammar and spelling, functional composition, selection of appropriate language means); they are also expected to carry out effective mental operations leading to achieving the intended purpose.

6. Technical requirements

The list of software (free ware) essential to use the course materials:
– Adobe Acrobat – https://get.adobe.com/pl/reader/
– file compression IZArc.http://www.izarc.org/
– VLC Media Player – https://www.videolan.org/vlc/
– recommended Internet browser – Google Chrome

7. Rules for participation

Participation in the course means to log into the e-learning platform and communication with the teacher – mentor of the course, who is a guide to the course modules. The course will include learning materials: e-books, multimedia resources, links to websites, dictionaries of terms. It gives the opportunity to present one's views in forum discussions, conversations via chat, and email correspondence.

Each module will include materials consolidating the given topics (e.g. a multimedia presentation, instructional video) and assessment materials, e.g.: open tasks (carried out individually or in groups), closed tasks (test types: true / false, choose the correct answer, give short answers, complete the sentence).

8. Credit system

To complete the course, a student needs to participate in all scored activities.