

## SYLLABUS

### NAZWA JEDNOSTKI PROWADZĄCEJ KIERUNEK:

Zakład Biomedycyny i Genetyki  
Katedra Biologii i Mikrobiologii Medycznej  
Wydział Lekarski UM  
Kierownik przedmiotu: dr n. med. Karolina H. Czarnecka-Chrebelska

### NAZWA KIERUNKU: STUDIA DOKTORANCKIE

**PROFIL KSZTAŁCENIA:** OGÓLNOAKADEMICKI

**SPECJALNOŚĆ:** -

**POZIOM KSZTAŁCENIA:** STUDIA III STOPNIA

1. Course name: *Scientific Communication Techniques - Scientific and Pitch Presentation.*
2. Course code: -
3. Type of the Course: basic
4. The Objectives of the course:

To conduct successful presentations, moderate discussions, analyze your audience's needs and adjust the content accordingly. Learn to create presentations that cater to your audience's needs, while mastering the techniques of presenting visual data. Additionally, developing effective communication skills.

#### Detailed course objectives:

- Mastering the knowledge in the field of preparation, preparation of a scientific presentation and presentation of R&D results, Presentations of projects when applying for funding, Pitch presentation;
- Learning the principles of creating and preparing a presentation tailored to the needs of the audience, i.e., adjusting the level of complexity of the lecture to the target group,
- Adjusting the level of complexity of the statement to the target group;
- Understanding the rules of organizing content within the presentation and expression, planning the structure of the document, using visual aids - pictorial representation of research results;
- Techniques of effective scientific communication;
- Ability to choose the method of presentation and adapt the means of expression to the type of presentation, understandably presenting complex issues, communicating critical information
- Selecting presentation material, its critical analysis based on literature data or available in databases; choosing the method of presentation and adapting the means of expression to the type of presentation. Understandably presenting complex issues communicating critical information.

5. Forma studiów: stacjonarne i niestacjonarne
6. Rok studiów: I-IV
7. Forma zajęć i liczba godzin dla poszczególnych form zajęć: **Optional seminar -5 hours**

#### 8. Number of ECTS credits and their distribution, taking into account the individual forms of student work:

Number of ECTS credits (1 point)

The workload of a Ph.D. student to achieve the assumed educational results is approx. 10 hours, including 5 contact hours (0.5 ECTS points) requiring the direct participation of an academic teacher and 5 hours not requiring the direct involvement of the teacher (0.5 ECTS points). The range of hours depends on the level of knowledge of the Ph.D. student at the time of commencement of studies, the abilities of the Ph.D. student, and time devoted to individual and group work needed to complete the course, i.e., collecting and selecting appropriate materials; studying teaching materials; the time required to prepare a multimedia presentation and for an oral presentation.

**9. Name and surname of the lecturer:**  
**Karolina H. Czarnecka-Chrebelska, PhD**  
karolina.czarnecka@umed.lodz.pl

**10. Prerequisites:**

Basic information on interpersonal and social communication forms and willingness to develop such skills.  
Group work and group tasks are required.

Computer skills and knowledge of basic graphic editors and computer programs for multimedia presentations (e.g., Microsoft PowerPoint, Microsoft Office).

**11. Teaching methods:**

- Verbal presentation
- Multimedia presentation
- Discussion
- Discussion and analysis of exemplary presentations

**12. Course content:**

- Overview of the essential criteria and types of scientific and Pitch presentation.
- Planning a scientific presentation. What we should know before the presentation - the conditions of the presentation (audience, time, place, language, form of expression).
- Methods of searching and selecting information for preparing presentations, analyzing and interpreting experimental, clinical, and survey data.
  - Principles of planning and preparation of a presentation (slides), poster, oral presentation and abstracts;
  - Techniques of effective scientific communication and exercises for free expression and discussion;
  - include citations, figures, and illustrations in the presentation, respecting the principles of ethics and copyright, the Copyright Act.

**13. Educational outcomes:**

**Knowledge:**

After completing the course: " Scientific Communication Techniques - Scientific and Pitch Presentation ", the Ph.D. student should acquire knowledge about:

- essential criteria and types of scientific presentation;
- recognizing the needs/expectations of recipients, ways of adjusting statements and content in the presentation to the audience;
- principles of planning and preparing a poster, scientific publication, or conducting an oral presentation;
- the rules for including citations, figures, and illustrations in the presentation, respecting the principles of ethics and copyright, and the act on copyright.

**Skills:**

After completing the course: " Scientific Communication Techniques - Scientific and Pitch Presentation ", the Ph.D. student should acquire the following skills:

- searching and selecting information to prepare a presentation;
- choosing the method of presentation and adapting the means of expression to the type of presentation, understandably presenting complex issues, communicating critical information;
- assessment of the target group and adaptation of media and materials to this group (students, lecturers, doctors, patients, adults, children, entrepreneurs);
- planning and conducting an oral presentation; interest and inspire the audience;
- discussing the results presented and answering audience questions or responding to criticism;
- body language analysis during the presentation;

The mentioned skills above are generally valuable for dealing with the environment. Working on better communication and critically analyzing the messages we want to convey affect relations with the environment can be helpful, especially in crisis / challenging situations.

**Social competences:**

After completing the course: "Scientific Communication Techniques - Scientific and Pitch Presentation," the Ph.D. student should acquire the following social competencies:

- can educate other people
- knows how to cooperate in a group
- raises its professional qualifications through lifelong learning
- knows how to cooperate with representatives of other medical professions and administrative employees of healthcare

**14. The literature list:**

**Basic literature list:** Wasylczyk P. Prezentacje naukowe. Praktyczny poradnik dla studentów, doktorantów i nie tylko. Wydawnictwo Naukowe PWN, Warszawa, 2017.

**Supplementary literature list:** Weiner J, Weiner J (3.). „Technika pisania i prezentowania przyrodniczych prac naukowych”. Wydawnictwo Naukowe PWN, Warszawa, 2018.

**15. Methods and ways of verifying the learning outcomes, including the form and conditions of passing the course:**

**KNOWLEDGE:** The basis for passing the seminar is attendance, participation in teamwork and discussion, and implementation of tasks during classes.

**SKILLS** Assessment of practical activities such as:

- activity at the seminar
- carrying out tasks during classes
- working in a task force - ability to complete a task in a group,

**16. Informacje dodatkowe:**

Contact to the course leader: Karolina H. Czarnecka-Chrebelska karolina.czarnecka@umed.lodz.pl

**17. Oświadczenie prowadzącego i jego podpis:**

I declare that the syllabus contents contained in this syllabus are the result of my individual creative work carried out within the framework of an employment/cooperation relationship resulting from a civil law contract and that no third parties are entitled to any copyrights on this account.

**18. Podpis Dziekana:****19. Data:**