



## CATALOGUE OF COURSES IN ENGLISH

### COLLEGIUM CIVITAS

Collegium Civitas is an accredited university in Warsaw, Poland, entitled to award Bachelor's and Master's degrees in Sociology, Management, and International Relations and a bachelor's degree in Journalism and New Media.

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## WELCOME

All courses are divided into two groups: obligatory and elective, which usually earn 3 or 5 ECTS (generally, 2 ECTS points equal 1 US credit).

Please be kindly informed that:

- 1) Some courses may be limited for Exchange program students.
- 2) Some courses will be opened only if the required minimum number of students enroll in a course. In case of an insufficient number of students enrolled in a course, students will be asked to select another one during the modification of course enrollment.
- 3) Apart from the obligatory and elective courses, there are also language courses worth 3 credit points each (students may choose from among four foreign languages; Polish as a foreign language is also offered).
- 4) The duration of an average course is thirty academic hours, resulting in classes being held once a week for two hours during any given semester.

We hope potential students will find our academic offer attractive and engaging.

\* The catalogue will still be modified.

## **COURSES TAUGHT IN ENGLISH**

### **INTERNATIONAL RELATIONS, SOCIOLOGY, JOURNALISM AND NEW MEDIA, MANAGEMENT**

**(in alphabetical order)**

**Academic year: 2024 / 2025**

**Advanced Business Research Methods**  
**Advanced Classical Sociological Theories**  
**Advanced Contemporary Sociological Theories**  
**Advanced Critical Thinking**  
**Advanced Qualitative Research**  
**Advanced Quantitative Research**  
**Advanced Research Methods in Management**  
**Advanced Strategic Management**  
**AI and Social Media**  
**An Introduction to Critical Analysis of Multimodal Advertising and Social Campaigns**  
**Analysis of Current International Affairs**  
**Being Journalist**  
**Big Data Journalism**  
**Biodiversity and climate change**  
**Budgeting and Financial Control**  
**Business and Econometric Analyzes**  
**Business Ethics**  
**Business Management**  
**Business Research Methods**  
**Challenges and Threats in the Middle East**  
**Challenges of Modern Societies: Poland – Europe – the World**  
**Climate and Energy Security**  
**Commercial and Labour Law**  
**Communication and Media in the Digital World**  
**Communication Management in a Project Team**  
**Communication Skills**  
**Conflicts and International Disputes and Contemporary Security Systems**  
**Connecting Europe and Asia – Culture, Society, History**

**Consumer Behaviour**  
**Consumer Behaviour Research**  
**Contemporary Debate**  
**Contemporary Forms of Socialization: Processes, Social Entities, Material Objects**  
**Contemporary International Relations - Theory and Practice**  
**Contemporary Societies at the End of Grand Narratives: Ideologies, Populisms, Fundamentalisms (20th/21st Century)**  
**Convergent Media**  
**Corporate Finance**  
**Corporate Social Responsibility**  
**Critical Thinking**  
**Critical Thinking Workshop: Society in Change**  
**Culture, Communication and Social Media**  
**Cultures and Society**  
**Cybersecurity**  
**Cybersecurity in International Relations**  
**Data Visualization and Presentation Methods**  
**Decision-Making in International Relations**  
**Decolonization and Post-Colonialism**  
**Design and Modeling of Business Processes**  
**Design Thinking in Communication Design**  
**Digital Marketing & Advertising**  
**Digital Social Networks**  
**Diplomatic Protocol and Savoir Vivre**  
**Display and Video Advertising**  
**E-commerce**  
**E-mail and Mobile Marketing**  
**Economy and Society**  
**Economy, Politics and Society: Contemporary Capitalism and Social Inequalities**  
**Elements of Data Mining and Machine Learning**  
**Elements of the General Methodology of Science**  
**Environmental Sociology**  
**European Civilization**  
**European Economic and Political Integration**  
**Excel with VBA Elements**  
**Fact-Checking Fundamentals**  
**Finance in Management**  
**Financial Accounting (z)**  
**Financial Accounting**  
**Foundations of the Design Thinking Methodology**  
**Gender, Body, Intimacy – Social Constructs and Practices**

**Global Business Operations and Supply Chain**  
**Global Corporate Governance**  
**Global Media: Discourse Analysis**  
**Global Media: Politics of Conflict**  
**Global Powers and Challenges and Threats of the 21st Century – Discussions**  
**Globalization Processes**  
**Google & YouTube**  
**Google as an Investigative Tool**  
**History of Diplomacy**  
**History of Political Philosophy and International Thought**  
**How Do Cultures Think? Introduction to Cognitive Anthropology**  
**How to Solve Environmental Complex Problems?**  
**Human Capital Management**  
**Hybrid and New Modes of Conflict**  
**Influencers in Marketing**  
**Information Management in Organisations**  
**Innovation & Change Management**  
**Innovation and Change Management in the Organization**  
**Innovative and Creative Thinking**  
**Innovative Business Models**  
**Intelligence Services in Contemporary International Relations**  
**Intercultural Management**  
**International Advertising and PR**  
**International Economics. Trade**  
**International Finance**  
**International Marketing**  
**International Mass Media**  
**International Organizations**  
**International Political Economy**  
**International Public Law**  
**International Security Studies: Research Seminar**  
**International Transaction and Global Supply Chains**  
**Interpersonal Communication**  
**Introduction to AI**  
**Introduction to Big Data analysis**  
**Introduction to Cloud Environments (MS Azure)**  
**Introduction to Critical Thinking**  
**Introduction to Digital Marketing and E-commerce**  
**Introduction to International Relations**  
**Introduction to Law**  
**Introduction to Marketing**

**Introduction to Marketing and Sales**  
**Introduction to Media and Communication**  
**Introduction to Online Journalism**  
**Introduction to Public Relations**  
**Introduction to Security Studies**  
**Introduction to Social Media**  
**Introduction to Social Science Research: Methodologies and Data**  
**Introduction to Sociology**  
**Introduction to Sustainable Development**  
**Journalism Workshop – Basics**  
**Journalism Workshop – Information**  
**Leadership in the Organization**  
**Legal Environment of International Business**  
**Lobbying and Negotiations in International Environment**  
**Logic**  
**Macroeconomics and Public Finances**  
**Macroeconomy**  
**Management Accounting**  
**Management and Entrepreneurship**  
**Management of Change under Digital Transformation**  
**Managerial and Behavioral Economics**  
**Market Analysis**  
**Market Research**  
**Marketing & Digital Transformation**  
**Marketing Research Methods**  
**Marketing Strategies**  
**Mathematics with Elements of Statistics for Programmers**  
**Media and Public Diplomacy**  
**Methodology of International Relations Research**  
**Microeconomics**  
**Microeconomy**  
**Microsociology**  
**Modern Political Systems**  
**Multilateral Negotiations - CC Debating Society**  
**Negotiations**  
**Negotiations and Mediations in a Multicultural Environment**  
**Negotiations and Mediations in International and Multicultural Environment**  
**Organizational Behavior**  
**Organizational Methods and Management**  
**Organizational Social Media**  
**Oxford Debates**

**Personal branding (e)**  
**Personal History**  
**Photography Workshop**  
**Political and Economic Integration in the Asia-Pacific Region**  
**Political Geography**  
**Political Strategies in a Multipolar World**  
**Process Management in the Organization**  
**Process Optimization Methods, Lean Management, TQM**  
**Process Optimization Methods – Six Sigma**  
**Project Implementation, Control, Monitoring System**  
**Project Management**  
**Project Management Methods - Agile**  
**Project Management Methods – Sequential**  
**Python Development Environment – Specific Issues**  
**Python Development Environment II**  
**Qualitative Data Analysis (Atlas.ti)**  
**Quantitative Data Analysis (SPSS/R)**  
**Qualitative Data Analysis and Interpretation**  
**Quality and Frauds in Advertising**  
**Quantitative Data Analysis and Interpretation**  
**Quantitative Methods and Statistics in Business**  
**R Development Environment**  
**Relational Databases and the SQL Basics**  
**Risk & Crisis Management in International Environment**  
**Search Engine Marketing**  
**SEO/SEM**  
**Social and Economic Context of Modern Conflicts**  
**Social Inequalities, Exclusion, and Marginalization – an Intersectional Perspective**  
**Social Media and Content Marketing**  
**Social Media and Politics**  
**Social Media Platforms and Algorithms**  
**Social Psychology: Theory & Practice**  
**Society – Economy – Globalization**  
**Socio-Political Geography of Terrorism**  
**Sociological Research: Qualitative**  
**Sociological Research: Quantitative**  
**Sociological Theories: from the Classics to the Modern**  
**Sociological Thinking in Practice**  
**Sociology and Societies of Post-Modernity**  
**Sociology of Digital Society**  
**Stakeholder Experience Management**



**Statistics**

**Statistics for Social Research**

**Statistics for Social Sciences**

**Strategic Games**

**Strategic Management**

**Strategic Studies**

**Strategy and Planning**

**Sustainable Communication (PR and CSR)**

**Sustainable Development Goals**

**Sustainable Project Management**

**Systems Thinking**

**The Common Foreign and Security Policy of the European Union**

**The Post-Soviet Area in the Face of Reconfiguration of Political and Economic Forces**

**The Socio-Political Transformation of Poland in the 20th Century**

**Tourism in International Relations**

**Trade, Aid and Development**

**Trust and Risk in Contemporary Societies – a Perspective of Social Psychology**

**Understanding and Controlling the Role of Creativity in Marketing**

**Unilateralism, Minilateralism and Multilateralism in Asia and Europe**

**Video and Visuals for Social Media Marketing**

**Visual Thinking**

**War and Peace**

**Working as a Foreign Correspondent**

**Workshop of Critical Reflection: Analysis of Philosophical and Socio-Political Texts**

**Workshop of Effective Communication**

**Workshop of Using Sociological Imagination: Sociological Theories in Practice**

**Workshop: Creative Writing**

**Workshop: Media Interview**

**Workshop: Multimedia Content**

**Workshop: Podcast**

**Workshop: Political and Investigative Reporting**

**Workshop: Radio Feature**

**Workshop: Real Time Journalism**

**Workshop: Research**

**Workshop: Video**

**World History 1914-1956**

**World History since 1956**

**World Social History (XXth and XXI Century)**



## COURSE DESCRIPTIONS (in alphabetical order)

### Advanced Business Research Methods

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

### Advanced Classical Sociological Theories

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

### Advanced Contemporary Sociological Theories

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>

Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Advanced Critical Thinking

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Advanced Qualitative Research

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Advanced Quantitative Research

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>

Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The Advanced Qualitative Research course introduces students to the range of methods within social and political sciences. It provides firsthand experience with specific procedures through which social science knowledge is developed. It emphasises the interaction between theory and research. The emphasis will be on general guidelines and concrete techniques.

Students will be expected to work in groups and carry out a small scale research project wherein they generate and analyse data, or work with data already available from some surveys. Teaching will take the form of a mixed lecture and workshop format (project-driven). This course will: (1) familiarise students with qualitative research methods, (2) offer “hands-on” experience to some of the techniques discussed in class, (3) offer an opportunity to select a reading source of interest to critically engage with its methods (to complete BA/MA), (4) give the option to test some research techniques and briefly present the results to the rest of the classmates. Upon completion of this course, students are requested to conduct a small-scale research project that is methodologically informed and understand the general principles and methods involved in doing social research. Students will do the following group tasks: 1. Write a research project proposal (1,500 words) 2. work on research questions and the conceptualisation to design the proper methods, 3. Give class presentations on the progress of their research (at least once in the term) 3. Submit a final group research report (8000 words by 19th Jan.) Assessment: Student achievement of the stated course objectives will be measured in the form of (1) class presentation/assignments, (2) student participation (3) and research project reports.

All written documentation will further develop the student's understanding of content material presented in course. The student will use APA style referencing when necessary. Submitted assignments will be graded based upon the organization and quality of ideas, presentation (grammar, punctuation, spelling, and APA formatting), and use of evidence and course content to support ideas. The content of written assignments and oral presentations must utilize key concepts and course terminology.

## **Advanced Research Methods in Management**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## **Advanced Strategic Management**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## AI and Social Media

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## An Introduction to Critical Analysis of Multimodal Advertising and Social Campaigns

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

# Analysis of Current International Affairs

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Being Journalist

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Big Data Journalism

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course, stretched over 13 meetings, will focus on practical applications of data into everyday journalistic practice. As data becomes ever so often an all-encompassing yet empty world, a shell for everything and nothing, this course will aim at explaining on both theoretical and practical level the meanders of data journalism. We will commence with concepts, as students will be taught what data is what data is not, as

well as explained that data journalism does not limit itself to numbers and, as a matter of fact, it reaches way beyond that. Throughout the semester students will learn how to navigate statistical, financial and demographic research - to name only a few examples of areas/dimensions, to which the contents of this course could be applied. First, students will spend some time learning about the nature of data - differences between data, information and news. Subsequently, the course will turn towards abilities aimed at identifying valuable and reliable sources of information. Students will learn how to plug into different public and private data bases and how to apply them in their everyday journalistic practices - including blocks of information when those are not advertised or made available to a wider public. Examination of available data will include information from the realm of politics, economics, development, mass migration, climate change, gender imbalances and many others.

Importantly, the course will be based on two principles. First, although it might seem tautological to a certain extent, it is fundamental to stress that it will still be a course primarily on journalism. That is to say, the journalistic toolkit and methodological approaches to journalism will constitute the basis for teaching and assignments. Students will be presented with a range of forms and formats of journalism and will learn how to construct and critically evaluate them. Writing is an essential skill in every form of journalism, including broadcast and radio, so emphasis will be strongly placed on that in the course. Second, this is not a course on technology, coding or programming - technical aspects of data analysis will be few and far between, as data science as a discipline is a standalone endeavor and merits its own course. Technology is an important, yet not the most important aspect of data journalism, and this principle will be reflected in the teaching of this course.

Additionally, this year the course will also devote significant resources to the topic of the Covid-19 pandemic. As an invaluable source of data, the pandemic brought to light not only a lot of new research, but also the very necessity to use and understand data in public and in journalism. We will focus on how data concerning the pandemic was presented in the media and what kind of effect it had on the general population. Again, data will be fundamental, but only when placed in a wider social context.

The second part of the course will teach students how to debunk myths of false and "sexy" statistics. Those are, in their core, misleading and most often used equivocally by the media for clickbaits - such as "negative GDP", "negative growth" etc. Students will be also taught and later expected to be able to read and correctly interpret metadata, such as statistics concerning average salaries and unemployment.

A theme that will transpire through the entire course will be an effort to give students the necessary skills to individually find topics for own, independent projects both for long form and short form journalism. In other words - we will learn where is the story in numbers or seemingly irrelevant qualitative research. Students are also going to learn how to make use of academia in journalism and how those two dimensions are intertwined, not mutually exclusive.

## Biodiversity and climate change

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The course is being prepared.



## Budgeting and Financial Control

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The course is being prepared.

## Business and Econometric Analyzes

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The course is being prepared.

## Business Ethics

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The aim of this course is to develop in students the skills of evaluation of ethical side of business activities. The course is based on well known real cases showing ethical and unethical behavior in business. The topics cover wide range of issues like: environmental, financial, pharmaceutical, cultural etc. This course is taught as

a workshop giving students a chance to discuss different viewpoints what gives them a chance to better understand ethical issues.

## Business Management

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

Student receives knowledge about basic definitions, trends, tools and best practises in BR. Learns the importance of the win-win business relationships. Student is aware of the global culture differences and understands its business influence. Learns about the role of the communication - both: external and internal which helps to build long term business relationships. Course will also provide the knowledge about current, global economic situation and new trends.

## Business Research Methods

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

Course objectives: to familiarize students with the basics of research and the research process; to help students conduct research work and make research reports. On completion of this course, the students will be able to: Have an understanding of various kinds of research, objectives of doing research, research process research designs and sampling; be able to formulate research problem and develop a sufficiently coherent research design; have basic knowledge on qualitative, quantitative as well as measurement have a basic awareness of data analysis; be able to write & develop independent thinking for critically analyzing research reports.

## Challenges and Threats in the Middle East

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Academic cycle	<b>Bachelor's degree</b>
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Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## **Challenges of Modern Societies: Poland – Europe – the World**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## **Climate and Energy Security**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## **Commercial and Labour Law**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The main goal of the lecture is to make students familiar with the most important institutions of Polish commercial law (including partnership and company law, selected aspects of civil law and some branches of administrative they distinguish between their various types; they know the various types of employment relationships that can connect entrepreneurs with its employees and many other aspects of the regulatory environment and its application in day-to-day practice of Polish and European courts and administrative organs as well.

## **Communication and Media in the Digital World**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## **Communication Management in a Project Team**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Communications Skills

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Conflicts and International Disputes and Contemporary Security Systems

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Connecting Europe and Asia – Culture, Society, History

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Consumer Behaviour

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

1. To learn how the consumers' market with its stakeholders is functioning and what interactions occur between them.
2. To discuss the trends in producers behaviour influencing consumers' and trends in society and their expectation upon producers.
3. To get acquainted with consumers' research and big data.
4. To explain the concept of psychological patterns of consumers' behaviour.
5. To discuss positive and negative role of producers modelling consumers' behaviour.
6. To analyse producers' and consumers' behaviour on globalized market.
7. To shape pro-active attitude as a consumer and a responsible attitude in professional life as employee or entrepreneur regarding consumer consumption.

## Consumer Behaviour Research

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The course is being prepared.

## Contemporary Debate

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Academic cycle	<b>Bachelor's degree</b>
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Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## **Contemporary Forms of Socialization: Processes, Social Entities, Material Objects**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## **Contemporary International Relations - Theory and Practice**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course in Contemporary International Relations-Theory and Practice aims at providing participants with an in-depth knowledge of global developments in the international system. The course will focus in particular on international relations in Asia and with the Asian continent and will address their economic aspects. Participants will develop an understanding of the IR theories and their real-world applications.

# Contemporary Societies at the End of Grand Narratives: Ideologies, Populisms, Fundamentalisms (20th/21st Century)

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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## Course description:

The course is being prepared.

## Convergent Media

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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## Course description:

We will dedicate discussions to TV, radio, internet & social media platforms, mobile devices, digital regulations and infrastructure. We will discuss the future of entertainment industries. We will consider which audiences and ideologies benefit from emerging digital practices. Students will understand how the realities of business practice is changing our content & media.

## Corporate Finance

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

An Emphasis on Core Financial Principles to Elevate Individuals' Financial Decision Making Using the unifying valuation framework based on the Law of One Price, top researchers Jonathan Berk and Peter DeMarzo have set the new canon for corporate finance textbooks. Corporate Finance blends coverage of time-tested principles and the latest advancements with the practical perspective of the financial manager, so students have the knowledge and tools they need to make sound financial decisions in their careers. New To This Course: Coverage of The Latest Developments in the Field Specific Content Changes Personalize learning.

## Corporate Social Responsibility

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course aims at introducing students to the ideas, challenges and controversies behind the notion of "corporate social responsibility". After looking at how economic theory treats the issue of "external" effects of business activities, lectures will discuss historical evolution of ways how different stakeholders understand the responsibilities of the corporate enterprise towards society beyond its own shareholders. In this context students will learn about the roles of international labour standards set by tripartite International Labour Organization, United Nations Global Compact and its multidimensional approach to corporate social responsibility, existing OECD and EU guidelines in this area as well as ISO 26000 – guidelines on social responsibility developed by International Organization for Standardization. On the other hand one will look also at changing attitudes of the business world itself and at evolving approaches towards benchmarking business performance. Students will, individually and through group assignments, identify, analyse and discuss economic and social implications of specific various cases of business behaviour with respect to protection of human rights, labour standards and consumer interests, protection of environment, preventing corruption and unfair business practices, and involvement in development of local and global communities.

## Critical Thinking

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The quality of one's thinking has a direct effect on how one interacts with other people. The goal of our meetings is to gain and exercise tools that will help understand and communicate our thinking better. We will first learn basic concepts. Then, we will comprehend reading and problem solving issues. Next, writing clearly and concisely. Finally, we will learn discussing critically and respectfully.

## Critical Thinking Workshop: Society in Change

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The course is being prepared.

## Culture, Communication and Social Media

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The course is being prepared.

## Cultures and Society

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>

ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Cybersecurity

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Cybersecurity in International Relations

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Data Visualization and Presentation Methods

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory/Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Decision-Making in International Relations

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The aim of the course on Decision-making in International Relations is to allow students to gain insight into the various factors affecting how foreign policy is made and executed. The course will explore topics related to the study of International Relations and Cognitive Psychology covering areas such as the models of decision making in foreign policy, its determinants, domestic and international cultural factors and international media influence. The course will incorporate lectures, discussions and case-studies and will conclude with an exam.

## Decolonization and Post-Colonialism

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The seminar is designed to help students understand the complex process of colonialism and decolonization. First, we will take a look at both of these key concepts. Then we will examine in short the history of colonialism starting with the “Age of Discovery”. Next, we will discuss the decolonization process in different regions of the world. In order to better understand the history, apart from textbooks and academic readings, the students will be invited to read “Heart of Darkness” by Joseph Conrad and watch the movie “Another Day of Life” (based on Ryszard Kapuściński’s novel). We will learn about colonialism and slavery and how the international community has been involved in decolonization process. Finally, we will analyze the current issues resulting from colonialization – and the impact on politics, security and economy. Last but not least, we will take a look at the rights of Indigenous people in today’s world. Throughout the course we will have a lot to discuss and debate!

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## Design and Modeling of Business Processes

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Academic cycle	<b>Master’s degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The course is being prepared.

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## Design Thinking in Communication Design

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Academic cycle	<b>Master’s degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

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## Digital Marketing & Advertising

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Academic cycle	<b>Master’s degree</b>
Language	<b>English</b>

ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

Integrates previous courses' studies of audiences, algorithms and analytics to apply to traditional marketing principles according to new media uses. Advances practice with social media campaign development and content curation/creation, Dissects platforms rules, procedures and opportunities to appropriately inform and successfully influence consumer behavior.

## Digital Social Networks

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Diplomatic Protocol and Savoir Vivre

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

# Display and Video Advertising

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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## Course description:

The course is being prepared.

## E-commerce (e)

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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## Course description:

Today, we live in an era of universal internet connectivity and sophisticated consumers. Having an online presence is crucial for any business.

Empowered by technology, consumers extensively research and compare prices and financing offers before they make any major purchase. Researching a company and not finding an established online presence is almost suspicious. E-commerce provides an important platform for advertising and marketing products around the globe and for communication with customers.

During the course, students will choose a niche market to build a functioning ecommerce store with sourced products. Every student will create, plan, build and position a website by conducting market research. We'll use a known ecommerce platform, Shopify, to build a complete e-store. As branding and marketing are an important part of an online store, we'll use professional tools to create necessary visual aids to learn how to enhance the online presence.

During workshops, we will source products, analyze costs and pricing, and create the customer journey to buy products. We'll experiment with various marketing and sales channels - website, social media, Amazon, eBay, etc. Also, we'll mix multimedia content and create stores on several social media channels. We'll ask questions, experiment with different creations.

In this course, we will expose you to best practices, real-life ecommerce stores, pricing and sourcing products, and how to research competitors and curate information.

This is a strictly practical course designed to create a functioning ecommerce business; to learn all the intricacies of running an international online business including product sourcing and pricing in different markets & sales channels.

## E-mail and Mobile Marketing

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

## Economy and Society

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

It seems a scientific truism to say that every economic decision is also a social one. The aim of the course is to show dynamic processes of interactions between economy and society. The course introduces students to concepts and theoretical tools that are useful to understand the following macro and micro phenomena and processes from a sociological perspective: development of capitalism, adaptation to free-market economy (case of Poland), economic beliefs and a process of system changes. We examine how self-interests, norms, beliefs and social context shape economic decisions of agents and lead to macro-level phenomena. During the course, students are encouraged to conduct their own analyses and develop abilities to understand the socio-economic world.

## Economy, Politics and Society: Contemporary

### Capitalism and Social Inequalities

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Academic cycle	<b>Bachelor's degree</b>
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Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The proposed course in economics, politics and data aims to familiarize students with the mutual relationships and interdependencies of these three mentioned spheres and manifest their importance for the functioning of modern societies. Each class will contain elements of lecture, during which students will acquire latest state of knowledge, data and statistics describing the discussed phenomena, as well as acquire the ability to relate this knowledge to understanding the surrounding everyday reality. Each class will also include elements of discussion and reflection, as part of which students will broaden and deepen their understanding of the functioning of cyberspace and the relationships established in it between human and non-human actors. In a sense, the overriding aim of the classes will be to see the so-called big picture, a holistic approach to the functioning of the digital world in its relationship with reality. In particular, students of the Multimedia Communication specialization will have the opportunity to refer to and discuss the above-mentioned issues in the context of digital communication processes.

The semester course will begin with introducing students to the world "datagraphy". The next block of classes will concern what we can name the (overwhelming) power of algorithms. We will pay particular attention to the economic, political and ethical importance of the development of artificial intelligence. The next block will focus on issues of digital disinformation, post-truth and information manipulation in the spheres of economics and politics, along with a number of highly significant practical examples. One of the classes will be devoted to legal aspects and security and misuse of data in the Internet. In the last part of the semester we will focus on the importance of data and data economics for international politics and global relations, also discussing the origin and meaning of the emerging global data politics. During the semester, students will carry out their mini-research projects. The last class will be devoted to their presentation and discussion.

## **Elements of Data Mining and Machine Learning**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Elements of the General Methodology of Science

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The course is being prepared.

## Environmental Sociology

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The course is being prepared.

## European Civilization

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>

Semester

Summer

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**Course description:**

The course offers a broad overview of fundamental factors, which had a bearing on constructing modern Europe. Through a series of opposing concepts and their evolution in time (crime/punishment, wealth/poverty, sacred/profane, order/rebellion, etc) a multilayered cultural construct called a civilization will be presented and analyzed. Students will be made familiar with various evolving mindsets

## European Economic and Political Integration

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

By following this course students will gain:

- (a) A comprehensive understanding of the history of European integration from a variety of perspectives.
- (b) Knowledge regarding the main institutions of the EU.
- (c) A capacity to critically engage in debates relating to the future of European integration.
- (e) Knowledge and understanding of key policy areas and developments on internal and external levels.
- (f) Develop a critical awareness of contemporary EU issues.

By completing the assignments student will:

- (a) Gain the capacity to produce a paper based on a 'policy brief format'.
- (b) Develop their research skills
- (c) Develop their capacities for group work and presentation
- (d) Build confidence to deal with questions and criticisms of their ideas.

## Excel with VBA Elements

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Fact-Checking Fundamentals

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The course is being prepared.

## Finance in Management

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The objective of the course is to get understanding of the role of finance in business management.

Students will learn how to read financial reports of companies. They will also be able to evaluate projects from financial point of view.

The focus will be on financial markets, institutions and instruments connected with managerial applications.

## Financial Accounting (z)

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>

Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

Inroductory course of financial accounting and reporting. Provides tools for financial statement analysis. Covers basic rules of financial control, acompany financial situation and performance assessment, as well as potential liquidity problems.

## Financial Accounting

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

Inroductory course of financial accounting and reporting. Provides tools for financial statement analysis. Covers basic rules of financial control, acompany financial situation and performance assessment, as well as potential liquidity problems.

## Foundations of the Design Thinking Methodology

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Gender, Body, Intimacy – Social Constructs and Practices

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## **Global Business Operations and Supply Chain**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

In the process of outsourcing and offshoring that is at the center of economic globalization, the concept of the global value chains (GVCs) has emerged as an important organizational form in the production of goods and services from raw material to end use.

Since GVCs are made up of combinations of organizations that may be only loosely affiliated through various combinations of equity, arm's length, and indirect relationships, the growing length supply chains determine an appropriate organisation, management and long-standing supervision.

The objective of the course is to make students familiar with significant gains to be made if firms manage GVC properly in their business models. However, in order to achieve the goal, students need to have an introduction to the idea of global chain, its benefits, and risks, together with a recent trends in that phenomenon on the global economy.

The course is being prepared.

## **Global Corporate Governance**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>

Duration **1 semester**  
Semester **Winter**

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**Course description:**

The course is being prepa

## Global Media: Discourse Analysis

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Academic cycle **Bachelor's degree**  
Language **English**  
ECTS credits **5**  
Hours **30**  
Course type **Obligatory / Seminar**  
Academic year **2024/2025**  
Duration **1 semester**  
Semester **Winter**

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**Course description:**

The course is being prepared.

## Global Media: Politics of Conflict

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Academic cycle **Bachelor's degree**  
Language **English**  
ECTS credits **5**  
Hours **30**  
Course type **Obligatory / Seminar**  
Academic year **2024/2025**  
Duration **1 semester**  
Semester **Summer**

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**Course description:**

It is essential that a journalist specializing in world news knows where to find them.

One needs to know where to find the most reliable information from the best informed sources. It is also important to get this information fast and well edited.

A good international reporter must be capable of telling a pure and objective description of facts from a commentary or bias.

These days it is not enough though to rely only on traditional media - TV, press or radio. It is the web that provides a wealth of valuable news but one needs to be able to search for it and to verify the reliability of sources.

Our lectures will walk the students through the world of international media and will provide insights into real stories and issues related to their verification and interpretation.

# Global Powers and Challenges and Threats of the 21st Century – Discussions

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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## **Course description:**

The course is being prepa

## Globalization Processes

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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## **Course description:**

The “Globalization process” course will deal with the history, development and contemporary aspects of the process. It will assess the waves of globalization process, and their most important drivers, including intensive internationalization of states’ relations, wars and periods of peace, and the concept of regional integration, notably the European integration. The course will also analyze the most relevant drivers of the process of globalization, including technology change, emergence of global economy, constraints for and of the nation states, culture, business management, and the security notion. It will strive to show complexities of the issue and its contemporary meanings for daily lives and overall, global prospects.

## Google & YouTube

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>



Semester

Summer

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**Course description:**

The course is being prepared

## Google as an Investigative Tool

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## History of Diplomacy

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## History of Political Philosophy and International Thought

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>

Academic year **2024/2025**  
Duration **1 semester**  
Semester **Summer**

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**Course description:**

The course is being prepared.

## How Do Cultures Think? Introduction to Cognitive Anthropology

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Academic cycle **Bachelor's degree**  
Language **English**  
ECTS credits **5**  
Hours **30**  
Course type **Obligatory / Lecture with Discussion**  
Academic year **2024/2025**  
Duration **1 semester**  
Semester **Winter**

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**Course description:**

The course is being prepared.

## How to Solve Environmental Complex Problems?

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Academic cycle **Master's degree**  
Language **English**  
ECTS credits **3**  
Hours **30**  
Course type **Obligatory / Lecture**  
Academic year **2024/2025**  
Duration **1 semester**  
Semester **Summer**

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**Course description:**

The course is being prepared.

## Human Capital Management

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Academic cycle **Bachelor's degree**  
Language **English**  
ECTS credits **3**  
Hours **30**

Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared

## Hybrid and New Modes of Conflict

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Influencers in Marketing

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared

## Innovation & Change Management

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>

ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## **Innovation and Change Management in the Organization**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## **Innovative and Creative Thinking**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared

## **Innovative Business Models**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>

ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## **Intelligence Services in Contemporary International Relations**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The aim of the course is three folds; the first objective is to provide the Students with first-hand knowledge concerning the concept of Intelligence, development and scale of participation in international relations. Securitology and types of security of states in domestic dimension and on the international arena. Its Intelligence tools and the role played in contemporary international relations will be explored. The Students will be provided with adequately drafted information and knowledge concerning the organization of the intelligence services in leading countries of the world, applied tools as covert actions, disruption, events shaping, collecting and analyzing the information. We will examine the organization and forms of action of the Intelligence of the US, Russia, China, Israel, Iran, Saudi Arabia, Poland and NATO and the EU. Students will know the difference between open-source Intelligence and covert actions. Global surveillances and the similarities and differences between intelligence and security policies, Intelligence bilateral and international and cooperation.

## **Intercultural Management**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2023/2024</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The objectives of the course:

- Passing on knowledge about communication and management styles in different cultures
- Teaching students how people think and behave in different cultures based on different models of cultures (Hofstede and GLOBE)
- Introducing students to the issue of management in different cultures
- Provide an opportunity to learn own culture from cultural perspective
- Making students familiar with most outstanding cultures
- Teaching people how to cope with representatives of different cultures
- Practising with students gained knowledge on intercultural communication in a workshop.

## International Advertising and PR

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The major assumption underlying the course is to present the role of advertising & public relations in contemporary organizations operating in multinational environment. During the course it will be outlined to which extent PR affects other areas within an organization. Another topics presented during the course will comprise a contemporary reasoning of public relations, followed by modern techniques and tools applied in modern PR. A special focus will be placed on building PR strategy within an organization in the context of other communication activities carried out within an organization. Respective stages necessary for building successful communication strategy will be outlined and discussed. A strong emphasis will be given to the analysis of the environment in which an organization is operating, as well as interactions and cooperation with stakeholders. In addition to this, a wide variety of available PR tools enabling for the strategy implementation will be outlined during the course. Practical usage of PR tools will be illustrated with numerous case studies from multinational organizations. Students will be analyzing real strategies and communication campaigns. On top of that, students will be responsible for planning their own communication strategies and become acquainted with respective PR tools and techniques.

After attending the course students are expected to: recognize the meaning and importance and PR for contemporary organizations; be able to plan communication strategy for an organization; be able to enumerate and apply in practice PR techniques and tools; be able to prepare a plan of PR campaign focused on selected communication goals.

## International Economics. Trade

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>

Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The goal of this course is to introduce theory, models and mechanisms of the main forms of international flows of goods, services and production factors. The course defines some important terms and summarizes several trends in world economy. "International Economics - Trade" course provides knowledge on international dimension of the economy and position of the firm, as a basic entity in cross-border business cooperation.

At the course, Students understand the essence of countries' and firms' activities that shape the process of world economy globalization with a special attention to international business.

At the course, student acquires abilities to analyze independently economic phenomena and processes in international dimension at micro- and macro- level.

## International Finance

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Elective / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The student gets to know the functioning of international economies and finances. The student learns to have the ability to identify, interpret and explain phenomena using knowledge from international finance, markets and international financial institutions. The student critically finds out how to evaluate the achievements of the theory and thought of microeconomics, macroeconomics, history of economics, finance and theory of trade.

Upon the course completion students:

- know basic about currency, money and their role in the international economy.
- know theory of exchanges rates and their impact on the transaction in assets as well as on demand for goods.
- know the trade-offs governments face as they choose between fixed and floating exchange rates.
- are able to analyze the issue of common currency and understand what is the exchange rate crises.

Upon the course completion students:

- are able to identify, interpret and explain economic phenomena using knowledge from the theory of open market macroeconomics.
- are able to critically evaluate the achievements of theory and empirical research in the field of international money markets.
- combine and use multiple sources of information to deepen the knowledge about international finances.

Upon the course completion students are able to:

- propose solutions to macroeconomics model with respect to the regime of exchange rate imbalance.

- understand the consequence of the change on international financial market on consumption, economy and society.
- develop strategies for effective time, task management and work planning.

## International Marketing

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

International Marketing is highly related to international trade and international law. Subject is based on 5 modules:

- Introduction to International Marketing (basic terms and theories).
- International business environment.
- Strategies of entering international markets.
- 4 P's (product, place, price, promotion).
- Marketing researches for foreign markets.

This course allows students to use international marketing tools in practice.

Also, students will understand how the global economy evolves and how can they

use these changes to maximize profits and benefits. It is very important due to process of globalization.

Completion of IM will be based on test. International Marketing is recommended to all students, who desire to work for transnational companies and corporations.

## International Mass Media

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The objective of the course is to:

give systematized lectures on the most important theories in the field of media studies and mass communication

familiarize students with contemporary international mass media



passing on knowledge about their roots, history of formation, and relationships with other economic and social processes

making students familiar with the main types of mass media and their evolution over time

introducing students to the issue of the participation of mass media in shaping such fundamental issues for human societies as war, love, and morality

mastery by students of orientation in the contemporary role of mass media in global politics

provide an opportunity to discuss issues related to freedom of speech, commodification fo various spheres of life

teaching students to understand how important it is to maintain democracy and peace is the efficient operation of mass media

practicing with students issues related to working in advertising, PR, or political communication.

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## International Organizations

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Elective / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

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## International Political Economy

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The objectives of the course include:

1. passing the organized knowledge of the impact of globalisation on the nature of contemporary international economic relations
2. making students familiar with general principles of starting and developing forms of individual entrepreneurship and businesses operating in the international environment as well as with their international determinants
3. training the ability to use the acquired knowledge in different areas and forms, enhanced by a critical analysis of the effectiveness and suitability of knowledge applied

4. training the ability to understand and analyse international phenomena and issues, enhanced by the ability to assess, in a theoretically structured way, of these phenomena in selected areas of international relations, with the application of research method.

## International Public Law

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The main goal: As a tool setting legal frameworks for actions undertaken by states and other actors active within international relations international public law remains of crucial importance for any expert in international politics or IR. Thus, the main goal of the lecture is to make students familiar with some basic mechanisms of the international public law machinery so that they could understand the mutual interaction between international law as such, (i.e. certain branch of law specifying the rights and duties of states in their mutual intercourse) and international relations, where – during lecture the “law in action” is to supersede the classical discourse focused more upon the “law in the books”. At the end of the course students participating in lectures are supposed to:

- a) Have some basic information on the basic principles and rules of the international law, as applied by states in their day-to-day diplomatic and administrative practice.
- b) Be aware of existence certain limits and minimal standards which must be met so that any action performed by subjects of international law could be classified as a legal one (including so-called norm of *ius cogens* problem).
- c) Being aware of existence non-state actors and subjects and have some information on their legal status.
- d) Be able to describe the basic mechanisms of creation of norms of the international public law
- e) Be aware of the complicated problems dealing with the enforcement of international law and to address the main tools of enforcement being applied by states and other subjects.
- f) Have elementary knowledge on the mechanisms of the international judiciary.
- g) Be able to address some basic rules dealing with the diplomatic and consular intercourse.

Methodology: The course based on the interactive relations between students and lecturer. The basic materials used in teaching are treaties, domestic laws and judgements of the courts (international as well as domestic ones). During every lecture some standard reading is placed before students so that they could follow the line of reasoning adopted in the case in question by the decision-makers and judges being in charge to settle a dispute in question.

## International Security Studies: Research Seminar

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>

Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## **International Transaction and Global Supply Chains**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Elective / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

"International Transaction and Global Supply Chains" is a course that will give students an overview of today's international business operations. Moreover, students will know how to use various strategic management tools and new technologies. We will discuss global operations based on social, economic, environmental and institutional perspectives. Students will examine the influence of trade systems on production and learn how to visualise business processes.

## **Interpersonal Communication**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## **Introduction to AI**

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Academic cycle	<b>Master's degree</b>
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Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## **Introduction to Big Data analysis**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## **Introduction to Cloud Environments (MS Azure)**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## **Introduction to Critical Thinking**

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Academic cycle	<b>Bachelor's degree</b>
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Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## **Introduction to Digital Marketing and E-commerce**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## **Introduction to International Relations**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## **Introduction to Law**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

This course introduces students to basic legal concepts about the law, its sources, principles and procedures. It is designed to provide the student with an understanding of the structure of Polish, English and European legal system including the role of the judicial, legislative, and executive branches of law, as well as human rights, civic duties, criminal law and some aspects of international law. After the course the student is aware of the basic notions and concept of law as such, has certain knowledge on key legal terms (i.e. legal norm, comity, custom, responsibility, liability, guilt etc.), is able to indicate the key differences between the main legal branches (private, criminal, administrative, state and international law) and knows some basic principles of those branches as well. He/she is aware of the existence of the two big European legal cultures (common law, civil law countries) and can indicate some key differences between the Transatlantic legal communities and Islamic law and the Chinese legal tradition. He/she can explain the key factors stimulating the legal exchange between international law, European law and domestic law of the EU Member States. During the lecture some emphasis will be put on some other question such as the idea of rule of law, some rules of interpretation as well as on mechanism of creation, application, modification and expiration of a legal norm. This lecture is interactive in its character. During the lecture some cases or classical text produced by the top legal scholars are submitted for discussion with the participants. The exam is an oral one. The main idea of the exam is based on a sort of simulation aiming at establishing if a student is able to reconstruct a line of reasoning as adopted on day – to – day basis by state and international organs when settling disputes between individuals, public administration and other actors.

## Introduction to Marketing

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Introduction to Marketing and Sales

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

Marketing focuses on customers. Marketing deals with products, distribution, promotion and price. Marketing builds satisfying exchange relationships. Marketing occurs in a dynamic environment. In this introductory marketing course, lectures are to be organised around the above fundamental statements. The course aims to give a clear and concise understanding of marketing concepts, problems, processes and applications. Along the course, students will become familiar with the cornerstones of marketing principles such as analysis of marketing environment, consumer behaviour, segmentation, targeting, positioning, brand building, pricing, communications, and marketing research. In the same time, students will have an opportunity to analyse and discuss marketing applications using real-world examples both from the business world and their personal lives.

## Introduction to Media and Communication

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

This course will introduce students to the basics in theory and research of mass communication and media. They will learn to think critically about the media as an institution, business and a source of texts important for the society, politics and culture. We will look at the evolution of the mass media, and similarities and differences between so-called "traditional" and "new media". We will try to understand how extensive is the impact of media on us and the societies we live in, and which factors decide about the scope of its impact. Importantly, we will get acquainted with basics of media literacy.

## Introduction to Online Journalism

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>

Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

Serving readers with timely, immediate information at the same time providing them with accurate, fair, complete information; is that at all possible? Online journalism forces difficult questions. It is vital to address such issues like accuracy in fast-paced environment, managing the user-generated content, ethics online, linking, comments, balanced usage of multimedia. Introduction to online journalism course aims at making the students aware of the challenges.

## Introduction to Public Relations

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The seminar is designed to give the background knowledge in Security Studies and lay foundation for understanding the complex picture of today's security challenges in the globalized world. We will start with the theory and different approaches to security studies and venture then into topics such as: war, terrorism, intelligence, genocide and crimes against humanity, ethnic conflicts, human security, poverty, international arms trade, transnational organized crime. We will take a look at the regional and international security organizations. This seminar is an introduction; the topics covered will be further elaborated during selected courses in the International Security Studies Master's Degree Program.

## Introduction to Security Studies

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Introduction to Social Media

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Introduction to Social Science Research: Methodologies and Data

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Introduction to Sociology

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The aim of the lecture is to familiarize students with sociology as a useful tool to analyze social world. The lecture will make students familiar with basic sociological theories, concepts and problems. The course covers topics ranging from micro to macro level of society including among others: socialization, identity, culture, media, stratification and globalization.

## Introduction to Sustainable Development

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Journalism Workshop – Basics

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Journalism Workshop – Information

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2023/2024</b>

Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Leadership in the Organisation

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3/5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2023/2024</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Legal Environment of International Business

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course will familiarise the students with different forms of legal rules that shape international business activity (international private and public law, EU law). This entails building the students' understanding of the key organisations, frameworks and structures in international business law, as well as the relevant discussions concerning jurisdiction and dispute resolution (international arbitration). The course will facilitate the students' exploration of the ways in which international business relates to public policy objectives including human rights and environmental protection. The teaching will draw on relevant recent policy developments (Brexit, OECD tax agreement) to discuss critically the current state and trajectory of legal environment for international business across European and other global jurisdictions.

Students will be able to demonstrate their continuous progress by participation in group discussions and exercises.

# Lobbying and Negotiations in International Environment

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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## Course description:

The course aims to present the main terms in diplomacy, negotiation and mediation based on examples from the history of diplomacy. Students will learn methods of negotiation and conflict resolution in crisis and war conditions (based on case studies). They will learn about the elements of international law that define the role and place of negotiations. In the second part of the course, they will learn about the basic concepts of international lobbying, also in the legal field, and the role and place of lobbying in international organizations.

## Logic

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2023/2024</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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## Course description:

The course is being prepared.

## Macroeconomics and Public Finances

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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## Course description:

The course is being prepared.

## Macroeconomy

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Management Accounting

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

Covers financial and operation analysis and reporting needed to support short-term managerial decisions. Explains the rules of controlling, covers different cost models and budgeting.

## Management and Entrepreneurship

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The aim of this course is to introduce students to difficult problem of management in multicultural environment. They will acquire knowledge of different cultures and their characteristics. They also will learn various organizational cultures, associated people behaviours and possible problems. Students will be introduced to problems occurring in multicultural teams and difficulties associated with management of such teams. Additionally, rules of international marketing will also be presented.

## Management of Change under Digital Transformation

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

## Managerial and Behavioral Economics

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

To get advanced knowledge about managerial and behavioral economics. Learning how decisions are made by companies.

Implementation of managerial and behavioral theory.

Decision taking based on analysis of conditions and economical and psychological factors.

Realization of optimal tasks and decisions to solve different practical issues in instable conditions.

## Market Analysis

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>

Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

Objectives and subject matter of the course:

- to make students familiar with market functioning, including its micro- and macroeconomic aspects and analysis of individual decisions of market participants based on data available from various sectors of the economy, countries and time spans, as well as published results of empirical research;
- to teach students to get focuses on market-oriented decision making through the analysis of appropriate product groups, prospective buyers, competitors and company processes;
- to make students understand the specific nature of the markets and trends prevailing in various markets and market segments;
- to present in an accessible way the role of market institutions and state interventions on the markets;
- to enable students to conduct market analysis and create marketing strategies, to teach them how to collect and interpret data on market situation;
- to highlight the current trends in the development of market research and analysis.

## Market Research

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The overall aims of the course in Marketing Research is to teach how to develop a proper conceptual framework for a study, select the right research design and employ common research techniques, in particular focus group interviews and cross-sectional surveys. The contents do not include advanced statistical analysis, which is beyond the scope of the elementary course in Marketing Research, but familiarity with the basics of statistics will be helpful in gaining a deeper understanding of some of the discussed topics. Since Marketing Research is building upon the theory and practice of marketing it is recommended that students are familiar with principles, tools and strategies of marketing. The course aims to present the role, functions, principles and methods of contemporary marketing research with the focus on the survey method supplemented by exploratory qualitative techniques, including focus group and depth interviews. Out of all the stages in the marketing research process, special attention will be given to the phase of planning and designing an effective and efficient research study.

## Marketing & Digital Transformation

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Academic cycle	<b>Bachelor's degree</b>
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Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Elective / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Marketing Research Methods

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

In this course students will learn how to define marketing research. They will learn different types of marketing research companies. Essential part of this classes is to understand the term: big data and to learn the differences between primary and secondary data.

Listeners shall recognize quantitative and qualitative research techniques. At the end of this activities students will design their own questionnaires and do their own research.

## Marketing Strategies

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The Marketing Strategies course builds on the Introduction to Marketing course and focuses on more advanced marketing strategies.



In the first three classes, basic marketing notions will be reviewed. Then several strategic topics will be discussed with the use of case studies.

Firstly, the role of marketing research in building marketing strategies will be analysed. Then Managing relationships with the clients, in particular in the B2B market will be covered.

A significant part of the course focuses on product-mix-related strategies. Within that brand building and brand management will be presented. Then new product development and managing innovative processes within the organization will be studied.

Finally, global marketing, global consumerism and internationalization of marketing activities will be discussed.

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## Mathematics with Elements of Statistics for Programmers

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The course is being prepared.

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## Media and Public Diplomacy

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3/5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

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## Methodology of International Relations Research

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>

Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Microeconomics

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course aims at providing students with an introduction to economic theory that applies to decisions made by consumers and producers within a larger economic system. The course covers basic concepts and approaches needed to undertake the analysis of markets from microeconomic perspective. It introduces economic models and shows how they can be applied to solve real policy issues and problems.

## Microeconomy

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Microsociology

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The focus of this course is on contemporary theories of group processes and micro-sociology. Before introducing theoretical frameworks and specific theories within these frameworks, the concept of scientific theory and its relation to experiment and observation are discussed. Then, after a short discussion of the micro-macro distinction in sociology, four general theoretical perspectives are presented which inform much of contemporary sociology. The course then proceeds to an overview of the more specific theories developed within these frameworks.

## Modern Political Systems

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

## Multilateral Negotiations - CC Debating Society

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The aim of this course is to introduce students to the art of formal debating. The course is of relevance to students from any academic background as it is focused on gaining skills and attributes, but also in developing students' knowledge in contemporary and relevant issues international and / or social studies. Learning to debate is all about constructing a strong argument to convince others of the validity of your ideas. Debating, therefore implies being prepared, and having the requisite facts and data to support your views. In today's world, being able to build an argument based on reliable facts and a well honed presentation style is an important and an essential skill in the workplace and at University.

The course has a strong practical character, but will also require students to get to grips with complex ideas and concepts. The module will also expect students to develop their research skills, as participants will need to gather and analyse information, which will then be turned into position papers and eventually speeches. In addition, the course requires students to read and review a book, relevant to the class, to be chosen by the lecturer.

By following the course, students will gain unique insights into debating from practical and theoretical angles. Students will receive instruction on how to build an argument, gather information and craft a position paper. By pursuing this course, students will also finesse their presentation skills and capacity to critically review literature.

Students choose one from the following:

Rutger Bregman 2020 'Human Kind: A Hopeful History' Bloomsbury Publishing

Jeremy Rifkin (2011) 'The Third Industrial Revolution' St. Martin's Griffin

Yuval Noah (2018) Harari '21 Lessons for the 21st Century' Penguin / Random House

All three assessment elements are weighted equally.

## Negotiations

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course will address process and nature of international negotiations with focus on conflict resolution and diplomatic practice in armed conflict zones. Students will learn conflict and negotiations theory, legal and formal aspects of diplomatic negotiations but the course will focus on practical approaches to negotiations. Based on the lecturer's experience in conflict-zones (Iraq, Afghanistan) students will learn of various examples of how modern conflicts are resolved (or attempted to be resolved) through negotiations and mediations. Students evaluation will be based on activity during the course and their abilities to write short diplomatic analyses.

## Negotiations and Mediations in a Multicultural Environment

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The course is being prepared.

## Negotiations and Mediations in International and Multicultural Environment

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course will examine the key notions connected with non-governmental organizations and social policy. As the proposed topics of particular classesshow, the course will discuss, among others, the notion of social policy, social policies, the functions of non-governmental organizations in a society, types of organizations, their funding and problems, volunteering, as well as the concepts of social capital and development. The course will take a form of a lecture, but will include class discussions as well as some students' work between classes.

## Organizational Behavior

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description - OBJECTIVES and SUBJECT MATTER OF THE COURSE:**

1. To make students acquainted with the E. Schein model of organizational culture and to discuss its elements. Students will analyse organizational cultures of companies from different national cultures in order to be aware how culture influences the way the company is organized, structured and managed.
2. To explain how an organization is functioning based on the model 7S - strategy, structures, systems, skills, staff, and style of management and shared values. In a project of designing a start-up company, students will learn how in practice to apply this model and create an organizational culture.
3. To learn motivation theories and HR motivational systems applied in organizations. Students will learn how different aspects of organizational culture shape people's behaviour and motivation.
4. To learn mechanisms of people's behaviour in organizations and how they impact the efficiency of organizations.
5. To learn how to diagnose an organizational culture and how to model it.

## Organizational Methods and Management

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Organizational Social Media

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The objective of the course is to pass on knowledge about a specific form of journalists' activity, that is social media. The course will make students familiar with creating and maintaining professional profiles on social media. Participants in the class will be taught how to prepare such profiles and how to create their own, specific style. They also will be informed about what kind of content should be published to attract users' attention. One of the most important tasks, that students should do, will be preparing and collecting interesting, original content from a variety of sources.

Students will practice writing posts, publishing pictures and short video clips.

## Oxford Debates

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The aim of the course is to provide knowledge related to the principles of the Oxford debate. Students will learn how to discuss various topics while maintaining the principles of culture and linguistic correctness, they will work on the use of factual and substantive arguments. In addition, the aim of the course is to teach a better, more complete argumentation of one's position in oral and written statements, to show how rhetorical skills affect the recipients of statements, to direct students that using appropriate tricks you can convince us to something that we disagree with, broaden our horizons and knowledge thanks to the social and cultural topics of debates, showing students that it is possible to discuss with each other culturally and objectively, i.e. without aggression, arguments, with respect for the interlocutor and his views, which are often different from ours.

## Personal Branding (e)

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The course is being prepared.

## Personal History

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>

Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Photography Workshop

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

Upon successful completion of the course, students can expect to improve their photography by understanding the possibilities and boundaries of the digital equipment. They should gain the knowledge necessary to recognize a good photographic composition, understand light and be able to apply those in practice. They should develop the skills necessary to communicate complex ideas and issues through photography.

They will have an understanding of how to use the most appropriate software to edit, tone and distribute their photographs. Students will learn how to organize, describe and archive their photographs for the future use.

Students will also develop skills and practice in approaching people in real life situations and documenting life and society.

This course is designed to provide students with the foundations necessary for making better digital photographs and using them in journalistic practice.

## Political and Economic Integration in the Asia-Pacific Region

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Political Geography

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Political Strategies in a Multipolar World

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course objective is to study and discuss the notion of "political strategy" principally - but not only - at the state/governmental level in our era that is usually referred to as "multipolar". After looking at the key terms and at the international setting as it has developed since the end of the Cold War, course participants will study the situation and options of different actor types for influencing the international political environment and reach their policy goals.

From an agency perspective, attention will be paid to both states and non-state actors. On the state side, the key relationship is between the USA as 'outgoing hegemon' and other "big players", as a rule great powers of various domestic outlook and foreign policy goals. Non-state actors comprise essentially transnational corporations, NGOs and - to some extent - the media; these actors all challenge in theory and practice nation states' traditional monopoly of legitimate initiative in the international sphere. In this context will be addressed as well the issue of the relevance of IR theories today, notably of realism and liberalism.

## Process Management in the Organization

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course teaches the importance of business process management (BPM) for organizations and analysis of strengths and weaknesses of existing business strategies and processes and helps students understand the links between them. Students will gain knowledge about mapping, critical thinking, and, basic measurements approaches and learn other ways to analyze, redesign, improve and document business processes.

Business process management revolves around how organizations can be competitive through change management, driving workflow and workload, and improving efficiency. This course will give you the deep insights you need to work in this growing field, learning to analyze and optimize business processes and facilitate change. This course will benefit process improvement specialists, customer service managers and supervisors, business analysts, project and process managers, financial services providers, and IT analysts and managers. The course consists of the contents covering the steps in business process management and their practical implications in the organizations. The topics are 1. Fundamentals of the business processes management. Components of the business process. Types of processes. Business process lifecycle. 2. Process Identification: Focusing on Key Processes, Designing a Process Architecture 3. Practical exercises on designing a process architecture. 4. Business process modeling: Identification of business processes, modeling of business processes, types, and components of models 5. Process discovery: Discovery Methods, Evidence-Based Discovery, Interview-Based Discovery, workshop-based Discovery 6. Qualitative Process Analysis: Value-Added Analysis, Root Cause Analysis, Issue Documentation, and Impact Assessment 7. Quantitative Process Analysis: Performance Measures, Flow Analysis, Queues. 8. Process Redesign: The Essence of Process Redesign, Product-Based Design, Creating a Product Data Model, Deriving a Process from a Product Data Model 9. Putting BPM to Work for Your Organization 10. Improving BPM with Operational Decision Management 11. Looking at BPM Success Stories in the Real World 12. Information technologies in the business process management.

## Process Optimization Methods, Lean Management, TQM

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The aim of the course is to provide students with knowledge and basic practical skills in the field of production and business process management methods using Lean Management and TQM techniques. Students will learn the history of the emergence of Lean Management and TQM and the principles which govern these methodologies, as well as their place in the overall management processes of enterprises. They will become acquainted with cases of implementation in various areas of business, favourable and unfavourable conditions for the application of these methods. The course involves a meeting with a TQM practitioner. Students will have the opportunity to practice the basic methods of optimising management processes in the form of participation in simulation training games.

## Process Optimization Methods – Six Sigma

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Project Implementation, Control, Monitoring System

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The objective of the class is to prepare students for planning and managing projects in real business context. Students will learn about project planning and implementation as well as about launching changes and monitoring and control. In course of the classes students learn also about agile methodologies. Having finished the class a student will be able to plan, implement and manage a project in a business environment.

# Project Management

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Academic cycle	<b>Bachelor's degree and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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## Course description:

Project Management is recognized as one of the fastest growing professions today. Project Management Course provides the basics of the topic by introducing essential project management concepts and methods. This course provides essential knowledge and skills for efficient and effective management of projects. It covers the fundamentals of project management from project planning, execution and monitoring to management, and concludes with soft issues in project management. It consists of a combination of lectures, case analysis and group discussions. At the end of the course, students would understand and articulate the importance of Project Management in any business project and would be equipped with essential skills and know-how to manage a project.

## Project Management Methods - agile

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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## Course description:

The purpose of the course is to familiarize the students with foundations of agile methods in project management with particular focus on characteristics of teams following Scrum.

Secondly, the participation in the course will allow for the comparative study of agile and waterfall project approaches.

Lastly, industry best practices will be shared around effective ways of using and adopting Agile project approaches in daily project operations.

## Project Management Methods - sequential

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

Introduction to the project management and techniques of working in the project.

During this part, students will gain basic knowledge related to the project management, such as cycles of the project, methods related to the preparation of the project as well as crucial techniques of working in the project.

Methodology of the project management – Prince2, PMBOK and introduction to the IT methodologies.

During this part, students will be introduced to the basic methodologies, that are common in the modern companies. What is more, on the basis of these methodologies, students will be analyzing case studies, preparing work breakdown structures and will apply critical path method.

Leadership in the project management – relations in the team, motivation of the team, conflict management, as well as methods for proper work organization.

This part will be focused on delivery to the students' knowledge that is related to the proper construction of the project team. Several characterological profiles will be discussed. What is more, student will be ask to analyze their own profiles, and on such a basis will try to form the best possible team among them.

Budget of the project – techniques for budget preparation and management accounting.

This part of the course will be strongly focused on practical aspects, such as proper division of the costs in the project. High emphasis will be put on the requirements that has been established by National Center of Science and Research.

Profitability accounting and financial analysis of the project.

This part of the course will be focused on such aspects as analysis of the possible financial output of the project, using standard evaluation methods, such Net Present Value, Internal Return Rate or Payback period. Agile management methods (Scrum, Kanban, Extreme Programming or others).

During this part of the course, students will be introduced to the most commonly used agile methods, that are used in the IT based companies. Several case study analysis will be provided, that will be then compared to the standard PM methods.

Risk Management – basic methods for risk analysis in the project.

Students will be introduced to the methods that allow for proper risk influence analysis.

Presentation and discussion over the projects that has been prepared by students.

During this part, students will present case studies of the project that they are willing to conduct, together with discussion in the class.

## Python Development Environment – Specific Issues

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>

Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Python Development Environment II

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Qualitative Data Analysis (Atlas.ti)

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The aim of the course is to making students familiar with with software used to analyze qualitative data in social research. The first part of the course is an introduction to qualitative research, in which we discuss the structure of the research process, stages of the research process as well as ways of collecting and archiving data.

In the second part of the course we focus on a specific research project (realized in a 2 person group) as soon as possible. Students work with Atlas.ti for a few weeks, learning about its functionality and analyzing data.

## Quantitative Data Analysis (SPSS/R)

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The aim of the course is to familiarize students with IBM SPSS Statistics software and other programs for the analysis of standardized data. Students will learn the basics of the program during the classes and will be able to interpret and present the obtained research results. Participation in classes will allow students to use in practice the skills and knowledge acquired on other courses related primarily to statistics and methodology of social research. Knowledge from other sociological classes will help students to interpret the results obtained and present them in a broader context. Participation in classes will also be an opportunity to learn about the most important sources of social data that will be used by students during the course. As part of the course, students will be introduced to the basic functions of the R language.

## Qualitative Data Analysis and Interpretation

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The course is being prepared.

## Quality and Frauds in Advertising

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Quantitative Data Analysis and Interpretation

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared

## Quantitative Methods and Statistics in Business

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

This course of Quantitative Methods and Statistics focuses on a. analysis and interpretation of data that is acquired by means of business research and b. presentation of the research results. During the course students will acquire essential skills that every business analyst must possess: they will learn to read, structure and present the original data, they will learn to run some specific analyses, so they can arrive to sound, data-driven conclusions, which will eventually lead to the right decisions for business. Moreover, for every assignment, special attention will be given to the manner of data and results are presented and if they were presented to the client.

One of the two software solutions used during the class is Microsoft Excel which available in virtually every organization. Real-life business data will be used during the course (sales, revenues, etc).



## R Development Environment

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Relational Databases and the SQL Basics

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Risk & Crisis Management in International Environment

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

During the course, students will learn the theory and recommendations from the practice of responding to international crises. They would learn about social conditions, circumstances and the course of crises in

countries which respond to and undergo crises in various ways, not only military, but also health, social and resulting from progressive globalization. On the basis of selected examples of crises, they would learn about examples of reactions of state authorities, international and subnational organizations applying crisis responses. They will also learn the basics of communication in crisis situations, from small-scale crises to international crises. The subject will include analyzes of failed and shock-prone states. Each case of crises in the international environment (climate, terrorist, etc.) will be analyzed in terms of the participation of international actors, supranational organizations and social groups responding to a given threat with diplomatic, military, development and humanitarian methods.

## Risk and Crisis Communication

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

## Search Engine Marketing

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

Passing on knowledge of SEM environment. Making students familiar with basic notions from PPC and SEO area. Mastery by students of fundamental rules of SEM strategy development and keywords selection. Teaching students to choose and verify search marketing agency. Introducing students to the issue of website SEO optimisation (basic level) and characteristics of well optimised website vs poorly optimised website. Practising with students Google Ads Keyword Research Tool and creation of basic Google Ads campaigns. Acquiring skills of traffic analysis with Google Analytics tool, attribution models and multi-channel funnels.

## SEO/SEM

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Elective / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

LAB: Teaches advanced Analytical Strategy & Management of campaigns and communications. Experiments with tracking, optimizing, remarketing of digital content. Inspires the integration of psychology and sociology with global trend search into keyword creation for successfully targeting markets.

## Social and Economic Context of Modern Conflicts

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The course is being prepared.

## Social Inequalities, Exclusion, and Marginalization – an Intersectional Perspective

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Social Media and Content Marketing

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

Social media marketing course relate to marketing on the most popular social networks and understanding of how they work and how to use that for the most effective results.

The item is divided into several fundamental areas:

1. General information about Social Media
2. Social media marketing strategy
3. Different environments and algorithms
4. Ads or influence
5. Content distribution (native advertising)
6. Effectivnes and analysis
7. Content creations - general guidelines

This course will allow students to analyze and create a social media and content marketing strategy. Then will then guide you through the process of working on differents strategies in practice. After completing the course, students should have knowledge of social media and content marketing and be able to use it in practice. The latest trends of the social campaign will also be discussed. Completing the Social Media and Content Marketing course will be based on a knowledge test.

## Social Media & Politics

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

How social media change political life around the world? Do we need newspapers, radio and TV to learn political news nowadays, when politicians and journalists communicate with us directly with the help of twits

and posts? What is a relationship between social media and the spread of fake news? During this course, we will seek for answers for these and many other urgent questions about social media and politics.

## Social Media Platforms and Algorithms

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The course is being prepared.

## Social Psychology: Theory & Practice

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

## Society – Economy – Globalization

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Socio-Political Geography of Terrorism

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Sociological Research: Qualitative

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Sociological Research: Quantitative

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>

Semester

Summer

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**Course description:**

The course is being prepared.

## Sociological Theories: from the Classics to the Modern

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Sociological Thinking in Practice

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Sociology and Societies of Post-Modernity

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>

Semester **Winter**

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**Course description:**

The course is being prepared.

## Sociology of Digital Society

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Stakeholder Experience Management

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Statistics

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>



Semester

**Winter**

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**Course description:**

The course is being prepared.

## Statistics for Social Research

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

Statistics plays many important roles in sociology, such as (a) providing tools for building probabilistic models of social processes,

(b) providing tools for summarising data from surveys and experiments, or (c) providing tools for making inferences about population parameters. The present course focuses on the last two uses of statistics. Further, the use of statistics in science can be divided into (a) providing theoretical justification for statistical measures and (b) providing practical rules for applying the measures to a particular research problem. The present course puts greater emphasis on the latter.

The course begins with a presentation of the concepts of statistical variable and statistical distribution and goes on to discuss the common descriptive statistics summarising the center and the dispersion of the distribution. Also, because quantifying association between social phenomena is at the heart of data analysis in sociology, the concept of statistical association and various measures of association will be presented in some detail. The final part of the course will be concerned with issues of statistical inferences from a sample to a population.

All classes are to take place in a computer lab, so that the students can learn how to use common statistical software (e.g., MS Excel) to perform simple statistical computations.

## Statistics for Social Sciences

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Strategic Games

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

Workshops are based on a classical strategic game named Diplomacy. It is best played by seven players. Each player represents one of the seven Great Powers in the years prior to World War. In that period Europe was a complicated cauldron of political intrigue. You are about to travel back to those times and change the course of history in favor [from Manual]

On a map you can find cities, which can supply armies of its owners. The aim of a game isto control more than a half of the cities in Europe.

All players simultaneously give their orders, after 15 minutes of a negotiation phase. Personal contact between players and easy rules make the game enjoyable and, very often, exceedingly exciting...

The objective of this course is to:

- develop students' strategic way of thinking
- make them familiar with mechanisms of negotiations
- practice with students some basic methods of solving militaryproblems.

## Strategic Management

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3 / 5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

To succeed in the future, managers must develop the resources and capabilities needed to gain and sustain advantage in competitive markets—traditionaland emerging. The way in which organizations attempt to develop such competitive advantage constitutes the essence of their strategy. The Strategic Management Course focuses on identifying and understanding the sources of superior firm performance. This course introduces theoretical concepts and frameworks useful for analyzing the external and internal environment of the firm, and guiding the formulation and execution of different types of strategies. Strategic issues are examined from the perspective of a chief executive or general manager, focusing on how they can formulate

effective strategies and develop the necessary resources and capabilities to achieve sustainable competitive advantage in a global and volatile competitive environment.

## Strategic Studies

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The objective of the course is to teach students a basic knowledge of the strategy and its applications in international relations. The purpose of the course is also to make students familiar with the most important historical and contemporary thinkers and their influence on national policies. The students will gain knowledge about various institutions and organizations, national and international, responsible for policy and implementation of national strategies and policies. We will debate also the application of strategic approaches in the private sector, as well as discuss the new fields in which strategic approaches need to be formulated for the future.

## Strategy and Planning

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

Strategy and planning relate to both the fundamentals of marketing and online marketing.

The item is divided into several fundamental areas:

1. Creating a strategy
2. Business strategy vs digital strategy
3. Strategic analysis
4. The process from brief to campaign monitoring
5. Lessons learned

This course will allow students to analyze and create a digital strategy. They will then guide you through the process of preparing your strategy in practice. After completing the course, students should have knowledge of creating a strategy and be able to use it in practice. The latest trends in qualitative KPIs of the campaign will also be discussed.

## Sustainable Communication (PR and CSR)

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The course is being prepared.

## Sustainable Development Goals

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The course is being prepared.

## Sustainable Project Management

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The course is being prepared.

# Systems Thinking

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## The Common Foreign and Security Policy of the European Union

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## The Post-Soviet Area in the Face of Reconfiguration of Political and Economic Forces

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## The Socio-Political Transformation of Poland in the 20th Century

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Tourism in International Relations

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Trade, Aid and Development

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory/ Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## **Trust and Risk in Contemporary Societies – a Perspective of Social Psychology**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## **Understanding and Controlling the role of Creativity in Marketing**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## **Unilateralism, Minilateralism and Multilateralism in Asia and Europe**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>

Academic year **2024/2025**  
Duration **1 semester**  
Semester **Summer**

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**Course description:**

The course is being prepared.

## Video & Visuals for Social Media Marketing

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Academic cycle **Master's degree**  
Language **English**  
ECTS credits **3**  
Hours **30**  
Course type **Obligatory / Tutorial**  
Academic year **2024/2025**  
Duration **1 semester**  
Semester **Winter**

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**Course description:**

Uncovers the latest video production & broadcasting methods with native apps & software for all platforms, with concentration on Instagram and YouTube, Training graphic-making tools & applications. Perfects visual posts based on real time experimentation, expert international research and analysis of influencer trends

## Visual Thinking

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Academic cycle **Master's degree**  
Language **English**  
ECTS credits **3**  
Hours **30**  
Course type **Obligatory / Workshop**  
Academic year **2024/2025**  
Duration **1 semester**  
Semester **Summer**

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**Course description:**

The course is being prepared.



## War and Peace

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2023/2024</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The focus of the course will be the discussion on the nature of modern warfare and armed conflict. We will discuss the causes, process, and outcomes of war and the challenges connected with returning to the state of peace. We will have a chance to make ourselves familiar with the changing nature of the conflict (and discuss which elements of conflict evolve and which stay the same). We will introduce the subject of asymmetrical conflicts, namely those involving nation-states and non-nation states (e.g., insurgencies, terrorist organizations, secession movements) brought about in the last few decades have brought to the fore the problems and will examine some of its problems. We will also deal with the aftermath of warfare, including the reintegration of the veterans of wars.

## Working as a Foreign Correspondent

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

This course will be focused on the practical aspects of working as a foreign correspondent. I have some experience to impart, and we will be drawing upon the experiences of other correspondents based in Warsaw as the course progresses, but I want you all to get in the mindset that as of next week, you are all Warsaw-based correspondents too. All you need to be a correspondent is intellectual curiosity, personal integrity, a brain and a pen/laptop. Assuming you all already have those things, I want you all to be on the lookout for stories - political, cultural, social, whatever you think is interesting. What the course will help you to do is gain knowledge of the process of how you turn those ideas into pitches, those pitches into commissions and ultimately, those commissions into published/printed stories (and, of course, cash).

In practice, this means that the homework I set you will be relatively light, but I will expect you to do some practical work - researching issues, interviewing people etc - every week between classes. Every week we will discuss a different thematic/theoretical aspect of work and life as a correspondent, but we will also be

working collaboratively to help each other develop their ideas and work. By the end of the course, we should have produced more than enough material to 'publish' our own little newspaper or magazine.

## Workshop of Critical Reflection: Analysis of Philosophical and Socio-Political Texts

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

## Workshop of Effective Communication

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The course is being prepared.

## Workshop of Using Sociological Imagination: Sociological Theories in Practice

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>

Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Workshop: Creative Writing

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The objective is to prepare students for the difficult task of coming up with interesting topics for features, conducting targeted research, writing and editing an excellent copy. Based on several topical books from the field of journalism, including Harrower classic bestseller textbook "Inside Reporting" - students will also learn the theory which will come handy when choosing their angle within the gender and starting work in a newspaper/magazine. Students will be presented with a series of lectures enhanced by examples and practical exercises as well as typical workshop tasks.

## Workshop: Media Interview

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Workshop: Multimedia Content

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Workshop: Podcast

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Workshop: Political and Investigative Reporting

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The objective of the course is to:

- sharing the knowledge about the peculiarities of political and investigative journalism.

- getting students familiar with the principles of functioning of the public relations industry, so that they learn how to avoid manipulation by private and public organizations
- introducing to students the concept of information war
- introducing to students the ideas of the new paradigm, produced by the social media and the “post truth” era
- teaching students how to interpret political language and differentiate the forms of political communication
- teaching students the ethic of journalism, related to political and investigative fields
- getting students familiar with proper sources management
- enabling the students to talk to a practitioner in the field of political journalism
- providing an opportunity to discuss the issues, related to different study cases of journalistic investigation and problem they raise.

## Workshop: Radio Feature

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Academic cycle	<b>Bachelor’s degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The main objective is twofold - to present and practice the main rules of writing for the radio as well as familiarize students with simple recording, editing tasks. This will allow them to build a radio package. This is not an easy task. Students will learn (revise) their skills to record decent quality sound using microphones. They will be also expected to learn the basis of Audacity editing application. They will have to read two books on the style appropriate for the radio. Practical aspects of effective dramatic, clear writing will be discussed and trained. Students will also have listened and conducted analysis of several radio packages. Radio package preparation involves research and collecting sound material - a phase which will be discussed in detail.

## Workshop: Real Time Journalism

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Academic cycle	<b>Bachelor’s degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

Main aim of this course is to get the students aware of what it takes to be prepared for working efficiently in the real time online environment. Trends such as real time, big data, social media, multichannel, micro-

moments and changing customer demographics will be explored and explained during lectures and workshops.

Students will also learn what new skills and technologies are to be acquired to become the modern journalist, who is part artist and part scientist. We will deep-dive into the models that change viewers' needs and behaviours in the attention economy such as: social gene, zero moment of truth and liquid content. As the result they will be able to fully understand

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## Workshop: Research

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

Research sounds, well... boring. Yet it is not! And it presents the most essential part of any journalist's work. You can be very gifted but with no research you are no good! During my classes I will teach you how to do fascinating research that produces great topics and great pieces for the newsroom, newspapers and magazines. You will get to grips with „magnifying glass“ technique, you will learn about stages and the practicalities of good research. Knowing what you look for IT is easier to find, isn't it? You will get practical knowledge, Some tricks of the trade, complete tasks in the class and at home. You will acquire theory but only as much as necessary. This workshop I have been doing for some time is result of my 28 years research practice in radio and printed journalism. I will be happy to show you videos, examples of concrete work and output. You will be provided with well established methods to move on fast with your research while remaining focused on the goal: an ideal news item, an interesting programme or article.

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## Workshop: Video

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

## World History 1914-1956

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The course examines world events in the first half of the 20th century. When the First World War began empires covered the globe; it was said that 'the sun never set' on the British Empire. The First World War destroyed that order forever. The interwar period saw the creation of new independent nation-states but it also saw the rise of ideologies from fascism to communism. The Second World War, the most destructive in human history, ushered in an era of independence for some (India, the creation of Israel) but also saw increasing nuclear tension and a Cold War between the two new 'Superpowers'. The Cold War touched every region of the globe from the Middle East to Indo-China; from Africa to Europe. The course examines key events of the post-war world in the context of the struggle between east and west - from the Korean War to the Bandung Conference to the Hungarian Revolution of 1956.

## World History since 1956

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

This course concentrates on key global historical events after 1956, from the division of Europe with the building of the Berlin Wall to the Cuban Missile Crisis and the Vietnam War. It focuses on the history of the Middle East from the Arab-Israeli conflict to the increasing importance of oil to world politics. It looks at the cultural upheavals of 1968 and examines the genesis of the European Union. The Soviet invasion of Afghanistan heralded intensification of the arms race as well as the rise of Solidarity. 1989 saw the collapse of the Soviet Union and eastward expansion of NATO and the EU. The course looks at the end of the 'Superpowers' and the increasing importance of China, India and other areas. It looks at recent events in Ukraine and examines the possibility of 'another Cold War'.

# World Social History (XXth and XXIst Century)

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2024/2025</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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## **Course description:**

The course aims to familiarise students with key events and developments in social relations in the XXth and XXIst centuries, notably those of global significance, or in other words, such that illustrate the interconnectedness of nations/societies in this phase of the modern era. Throughout, social history should be understood to be closely connected with political, cultural and intellectual history.

As many developments had their wider origins already in the XIXth century as the age of industrialisation and modernisation, this period will as well be addressed to some extent. In the XXth century, key drivers of - rapid - social change were in particular the two World Wars and their effects on the social, economic and political order, which favoured the rise of radical, antiliberal movements. The Cold War turned out to be another context allowing for different kinds of modernisation, both inside societies and at the international level.

Since the end of the bilateral conflict in 1990, the world has again become more complex. Globalisation and the UN process have supported economic integration and the questioning of national borders. Although nation states remain the most important political actors, multinational corporations and international organisations work towards the creation of some kind of global society. This raises the question of what social relations might look like in the future, and at which levels they will develop.