



## **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; Bachelor's degree in Journalism and New Media.

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## WELCOME

All courses are divided into two groups: obligatory and elective courses, which usually earn 3 or 5 ECTS (generally, 2 ECTS points are equal to 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 amount of students enroll in a course. In case of 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: 2022 / 2023**

**Academic Writing and Public Presentations**

**Academic Writing Workshop**

**Advanced Business Research Methods**

**Advanced Communications Managmeent**

**Advanced International Economics**

**Advanced Qualitative Research**

**Advanced Quantitative Research**

**Advanced Research Methods in Management**

**Advanced Social Media Strategy**

**Advanced Sociological Theory (Classical)**

**Advanced Sociological Theory (Contemporary)**

**Advanced Strategic Management**

**Agile Methodologies & Design Thinking in Practice**

**Aging and Society**

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

**Analysis of Current International Affairs**

**Applied Leadership Seminar**

**Approaches to Social and Cultural Diversity**

**Big Data Journalism**

**Budgeting and Financial Control**

**Building Customer Relationships**

**Business and Culture**

**Business and Econometric Analyses**

**Business Ethics**

**Business Management**

**Business Relation Building**

**Business Research Methods**

Campaigns and Media - Planning and Organizing  
Commercial and Labour Law  
Communication - Advertising - PR  
Communications Management  
Consumer Behaviour  
Consumer Behaviour Research  
Contemporary International Relations - Theory and Practice  
Contemporary Polish Society  
Convergent Media  
Corporate Finance  
Corporate Social Responsibility  
Countering Violent Extremism and Radicalization  
Critical Thinking  
Culture and Society  
Cyber Anthropology & Research  
Cybersecurity  
Data Mining Foundations and Practice on Social Networks  
Decision-Making in International Relations  
Decolonization and Post-Colonialism  
Design and Modeling of Business Processes  
Designing and Implementing Peacebuilding Initiatives and Implementation  
Digital Analytics  
Digital Marketing & Advertising  
Digital Social Networks  
Diplomatic Protocol and Savoir Vivre  
Diplomatic Workshop  
Disability Studies  
Disinformation and Propaganda in the Digital Era  
Display and Video Advertising  
Documentary: Watching the World  
E-commerce  
Economy and Society  
Economy, Politics and Data  
Effective Team Management  
Elements of Cognitive Science & Neuroscience  
E-mail and Mobile Marketing  
English as a foreign language (Grammar)  
English as a foreign language (Integrated skills)  
Entrepreneurship  
Environmental Security and Sustainable Development  
E-sport

**Ethics in Digital Society**  
**Ethics of Foreign Policy**  
**Ethnic Minority Studies**  
**EU as a Global Actor: Europe's Power in the Age of Multipolarity**  
**European Civilization**  
**European Economic and Political Integration**  
**Facebook & Instagram Masterclass**  
**Finance in Management**  
**Financial Accounting**  
**Foundations in Peace and Conflict Studies. General Issues**  
**Foundations in Peace and Conflict Studies. Specific Issues**  
**Fundamentals of Programming**  
**Gender and Peacebuilding**  
**Gender Studies**  
**Geopolitical Dimension of Energy Security**  
**Global Business Operations and Supply Chain**  
**Global Corporate Governance**  
**Global Media and Media Diplomacy**  
**Global Media: Discourse Analysis**  
**Global Media: Politics of Conflict**  
**Globalization Process**  
**History of Diplomacy**  
**Human Capital Management**  
**Humanitarian and Development Aid**  
**Hybrid Conflicts and Asymmetric Threats**  
**Hybrid Managing Business Cultures**  
**Influencers in Marketing**  
**Influencer's Social Media**  
**Innovation & Change Management**  
**Innovation and Change Management in the Organization**  
**Innovative Business Models**  
**Intelligence**  
**Intelligence Services in Contemporary International Relations**  
**Interactive marketing and PR on-line**  
**Intercultural Management**  
**Internal PR and Events**  
**International Advertising and PR**  
**International Conflict Analysis**  
**International Economics. Finance**  
**International Economics. Trade**  
**International Finance**

International Marketing  
International Mass Media  
International Organizations in Conflicts and Crises  
International Political Economy  
International Public Law. Specific Topics  
International Security and Conflicts in the XXI century  
International Transaction and Global Supply Chains  
Introduction to Civil Society  
Introduction to Computer Science  
Introduction to Digital Marketing and E-commerce  
Introduction to English Studies  
Introduction to Information Analysis  
Introduction to Law  
Introduction to Marketing  
Introduction to Marketing and Sales  
Introduction to Media and Communication  
Introduction to Negotiations  
Introduction to Online Journalism  
Introduction to Public Relations  
Introduction to Security Studies  
Introduction to Social Media  
Introduction to Sociology  
Introduction to Sustainable Development  
Leadership in the Organization  
Legal Environment of International Business  
Lobbying and Negotiations in International Environment  
Logic  
Logic and Methodology of Social Sciences  
Macroeconomics and Public Finance  
Macrosociology  
Management Accounting  
Management and Entrepreneurship  
Management of 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

Media Evolution: Past, Present, Future  
Mediations in International and Multicultural Environment  
Microeconomics  
Microsociology  
Modern IT Systems in Business  
Multilateral Diplomacy  
Multilateral Negotiations - CC Debating Society  
Negotiations  
Neuromanagement  
New Media and Researching New Media - introduction  
New Media and Social Communication  
Non-Governmental Organizations, Social Policy and Development  
Online Consumer Behaviour  
Online Ethnography: Research and Ethics  
Organizational Behavior  
Organizational Methods and Management  
Organizational Social Media  
Oxford Debates  
Personal branding  
Philosophy  
Photography Workshop  
Political Elites: Challenges of Leadership  
Political Strategies in a Multipolar World  
Process Management in the Organization  
Process Optimization Methods - Six Sigma  
Process Optimization Methods, Lean Management, TQM  
Professional Standards vs Propaganda Agents  
Programming Using Python  
Project Implementation, Control, Monitoring System  
Project Management  
Project Management Methods - agile  
Project Management Methods - sequential  
Public International Law  
Public policy towards social inclusion  
Public Relations  
Qualitative Data Analysis (Atlas.ti)  
Qualitative Data Analysis and Interpretation  
Quality and Frauds in Advertising  
Quantitative Data Analysis (SPSS/R)  
Quantitative Methods and Statistics in Business  
Research Methods in Management



Responsible blogging  
Risk & Crisis Management in International Environment  
Rule of Law: International Humanitarian and Human Rights Law  
Search Engine Marketing  
SEO/SEM  
Social and Economic Contexts of Modern Conflicts  
Social Media - workshop  
Social Media & Culture  
Social Media & Politics  
Social Media and Content Marketing  
Social Media in the Media  
Social Media Strategy  
Sociological Research (Qualitative and Quantitative)  
Sociological Theories  
Sociological Theories - workshop  
Sociological Thinking in Practice  
Sociology and Societies of Post-Modernity  
Sociology of Culture  
Sociology of Digital Society  
Socio-political Geography of Terrorism  
Stakeholder Experience Management  
Statistics  
Statistics for Social Research  
Stereotypes and Prejudice  
Strategic Games  
Strategic Management  
Strategic Studies  
Strategy and Planning  
Sustainable Project Management  
Systems Thinking  
Terrorism and Other Security Threats  
The Art of Presentation and Public Speaking  
The Power of Civil Resistance  
Theory of International Relations  
Tools & Tech for Social Media  
Trade, Aid and Development  
UI & UX Design and Analysis  
Understanding and Controlling the role of Creativity in Marketing  
Video & Visuals for Social Media Marketing  
VR, AR, MR - Applications, Opportunities and Risks  
War and Peace

**Web Analytics and User Experience**  
**Working as a Foreign Correspondent**  
**Workshop: Creative Writing**  
**Workshop: In-Depth Reporting**  
**Workshop: Investigative and Political Reporting**  
**Workshop: Lifestyle Journalism**  
**Workshop: Multimedia Content**  
**Workshop: Opinion Writing**  
**Workshop: Press Interview**  
**Workshop: Radio Feature**  
**Workshop: Real Time Journalism**  
**Workshop: Research**  
**World Economic History**  
**World History 1914-1956**  
**World History since 1956**  
**World Social History (XXth and XXIst Century)**  
**YouTube & how to create video content**

## COURSE DESCRIPTIONS

(in alphabetical order)

### Academic Writing and Public Presentations

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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#### Course description:

This course is designed as an introductory course on preparing students on developing communication skills which will focus on the aspect of public speaking , techniques of writing to build personal confidence while understanding rudiments of writing and translating the message through oral communication delivery methods.

This course will prepare students for successful public speaking situations within and outside academia. It will also provide them with basic knowledge on the principles of organising and delivering effective speeches. In summary, this course will take an interactive form and will be conducted both in theoretical and practical terms to meet students' expectations and academic requirements where students will participate in class discussions, individual/ group assignments ,and final examinations.

### Academic Writing Workshop

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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#### Course description:

The course consists of two modules - academic writing and study skills. Students will be introduced to a wide range of aspects needed to successfully carry out writing academic texts through assigned readings, analyses of texts, and written exercises. Students will learn how to prepare and organize their written work - writing a draft, redraft, and editing academic text. They will also learn how to make academic arguments in texts and effectively incorporate academic literature by citing, paraphrasing, referencing information as well as

avoid plagiarism. Students will cover the critical aspects needed in academic texts - introduction, main body, conclusion, research question (s), research method, literature etc... Additionally, students will learn how to prepare a page design, present tables, and figures. The second module of this course - study skills includes improving students' knowledge acquisition, comprehension, ability to interpret academic texts, obtain new vocabulary, develop and validate scientific arguments and evaluate and synthesize information.

## 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

Course objectives: to familiarize students with the advanced business research methods 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 advanced research, research process, 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 an awareness of data analysis; be able to write & develop independent thinking for critically analyzing research reports.

## Advanced Communications 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

## Advanced International 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>Elective / Lecture with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The aim of the course is to provide up-to-date analytical framework for understanding the two main themes of international economics: international trade and international finance. The course covers main theoretical models of international trade, discusses main trade policy tools and their welfare consequences, and then proceeds to discussing modern foreign exchange markets and exchange rate determination. The last part of the course is devoted to discussion about modern global capital markets.

## 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</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>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

## Advanced Social Media Strategy

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

Purpose: To learn how to turn visibility, authenticity, accessibility, community, and relevance into measurable and profitable gains.

Objectives:

- Position your product/client by using the appropriate platforms.
- Curate catered content specific to influencing your target audience.
- Experiment with timing, text, and techniques according to the latest Apps, Platforms, Rules, and Opportunities to drive engagement.
- Practice & perfect platform applications, events, competition strategies for Guerrilla Marketing.
- Integrate each specialized platform strategy into one Marketing Plan.
- Measure ROI to persuade client investment strategies.
- Acquire and understand analytics to manipulate strategic marketing goals.
- Build a following for your personal SMM brand as an Influencer.
- Research and Report on Political Strategies used on Social Media Platforms.

## Advanced Sociological Theory (Classical)

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

This course is designed for graduate students pursuing a second degree in sociology.

This course will be interactive and will be conducted both in theoretical and practical terms which will be conducted in the form of lecture and discussion to meet the requirements as students are expected to participate in class discussions, individual/ group assignments and final examinations.

Essays and Examination

This course will be graded based on in-class participation such as class assignments and examination at the end of the semester.

Grades are earned, please note that I do not give grades; you must earn grades. You will receive points for individual tests and assignments. I will award final grades using the university grading scale.

## Advanced Sociological Theory (Contemporary)

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course covers contemporary elements of sociological theory. The lecture includes a presentation of selected theoretical positions that represent various types of theoretical thinking in post-war sociology. It will emphasize the diversity of sociological traditions and theoretical perspectives. The students will learn how critically approach presented theories, which are the results of the works of academics. Using the sociology of sciences approach helps to understand the specificity of the theoretical knowledge construction and its particular context. During the courses students will learn how to employ these theoretical approaches to understand contemporary issues and problems.

## Advanced Strategic 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

Strategic Management has evolved as a discipline, from rigid planning into a much more flexible process, more accurately described as strategic thinking. The global world of commerce is becoming more dynamic and complex, requiring managers to formulate and implement strategies based on consistent congruence between the firm and its environment. This module will focus initially on systematic external and internal analysis and introduce a generic range of strategic alternatives before covering formulation and selection of corporate and business level strategies. It is designed to be fully integrative, utilising material concepts and techniques from modules relating to functional disciplines. The course continues exploring strategic management on an advanced level.

## Agile Methodologies & Design Thinking in 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 / Workshop</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.



## Aging and 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 / Lecture with Discussion</b>
Academic year	<b>2022/2023</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>Elective / Tutorial</b>
Academic year	<b>2022/2023</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 and 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

This seminar is designed to test students' knowledge and understanding of current international affairs. The lecturer will be conducting the discussion of selective texts/events; the classes are about interacting with the students not lecturing. Students will be asked to choose at least 3 subjects per week that were especially interesting for them, investigate them deeply reading different sources (e.g. using EBSCO base). Students' interests and initial assignments will be coordinated at the first meeting. Students will be expected to be able to report on issues discussed in journals and other relevant sources, noting their importance and implications. Students are expected to be familiar with items covered and to contribute to the discussion at each session. The students will be obliged to follow current analysis, reports and publications available on the websites of leading think tanks and institutions such as e.g. The Heritage Foundation, The Brookings Institution, Carnegie Council, International Crisis Group; and services such as CNN World section, BBC news.

## Applied Leadership Seminar

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

This course is designed to enhance students' knowledge, skills and abilities (KSA) to be involved in leadership roles in NGOs and civil society agencies, governmental organizations, businesses human rights: working in the humanitarian sector, as well as fieldwork in zones of conflict and post-conflict communities. Students will explore different leadership styles and skills in a range of peacebuilding settings – local, regional, and international and determine which are most effective in dealing with the peacebuilding challenges. In this course, students will have the opportunity to reflect on their own leadership potential and deepen their understanding by developing a comprehensive peacebuilding project drawing from the KSA's acquired from this and other courses taken in this program.

## Approaches to Social and Cultural Diversity

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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>2022/2023</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>Elective / Seminar</b>
Academic year	<b>2022/2023</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.

## Budgeting and Financial Control

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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 Workshop</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

Objectives: 1) Understanding the role, meaning and objectives of financial planning and budgeting. 2) Providing knowledge about the types of plans and methods of planning and budgeting. 3) Gaining the ability to construct selected company plans, principles of preparing pro forma reports and analysis of deviations. Specific topics of the course: 1) Ways in which managers can use financial data to make decisions. 2) Types of budgets necessary for the proper functioning of the organization and their preparation and application. By joining the course, the student should have knowledge in the field of: 1) Basics of Accounting, 2) Financial Accounting, 3) Management Accounting.

## Building Customer Relationships

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

This course introduces customer relationship topic and explains why it has grown in importance over the past decades. Students will learn how to build topic related activities. Various aspects of management and control of relationships will be discussed. The relation customer/organisation will be analysed as the one that keeps the minds of management busy. This course should help to answer questions like: What type of offer shall we make to potential customers and how do we work together with the customers?

## Business and Culture

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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 with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The purpose of the class is threefold:

1. presentation and analysis of major business cultures in the world
2. exposure to none-western ethical systems
3. analysis of the dynamics of relations between politics and business

In order to accomplish these goals we are going to examine data from international surveys and comparative studies of different political systems: USA, EU, Russia; China; India; African country of choice; Islamic country, Latin America. We will try to use this data and texts to comprehend the business culture of Poland and other East European countries which are entering the global business scene. We are going to study how localism and globalism interact/interfere? In the borderless globalized world where personnel moves as much as capital we are going to study the cases when managers discuss difficulties and opportunities created by such mobility. We shall examine not only national cultures but also look at leadership, organizational and entrepreneurial cultures (leaders, institutions and people). We will invite guests to share their experience with us. In the end we are going to seek answer to the question: is culture an obstacle to development?

## Business and Econometric Analyses

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

## Business Ethics

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Academic cycle	<b>Bachelor's degree and Master'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>2022/2023</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 with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

Course objectives: share the knowledge towards understanding and appreciation of the basic concepts, principles and practices of business management; understanding of the role of business management in an economy; ability to relate the concepts and principles of business management to practical business situations; ability to pursue further studies in business management; be able to write & develop independent thinking for critically analyzing research reports.

## Business Relation Building

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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>2022/2023</b>

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

#### 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

Academic cycle	<b>Bachelor'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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

#### 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.

## Campaigns and Media - Planning and Organizing

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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

#### Course description:

The objective of the course is to:

- provide basic and emerging concepts and principles in relation to better decision making in the areas of Advertising & allied fields, Public Relations & Corporate Communication,
- enable the students to integrate various functions with organizational goals and strategies,
- provide hands-on training on planning and production of brand and social campaigns,

- provide skills on various relevant software especially in media planning and production of campaigns.

## 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>2022/2023</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 law 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 - Advertising - PR

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

Objectives of the course are:

- 1) understanding of the principles of creative process, ability to apply creative methods to communication, advertising and PR
- 2) understanding communication as a continuous process, basic ability to analyse it and manage its individual components in practice
- 3) ability to assess and recognise group and individual needs, practical approach to socio-demographic data, recognising spectrum of changes that take place in communication as such, social and behavioral impulses and their consequences
- 5) practical experience in applying users' insights to designing selected elements of communication, advertising and PR processes
- 6) understanding basics of a briefing process and the rules of information management within the brief
- 7) recognising the importance of communication, advertising and PR in creating society of tomorrow.



## Communications 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

Communication Management course will provide basic information about discipline which nowadays is crucial for the business conduct.

Will explain the necessity of setting proper communication standards within the company, will show the methods of progress monitoring.

Will widely cover the human factor in CM - the meaning of different human skills which are required for effective communication.

Case studies are related with fundamental issues such as crisis management and decision making.

## Consumer Behaviour

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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>2022/2023</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>5</b>
Hours	<b>30</b>
Course type	<b>Elective / Workshop</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</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>2022/2023</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 Polish Society

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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>2022/2023</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 various aspects of contemporary Polish society. The students will be made acquainted with the major changes which have taken place in Poland since 4th June 1989 and its consequences, which need to be faced nowadays. During the course a broad spectrum of issues is going to be discussed starting from changes in private life, family life and lifestyle, through issues of public life, civil society and media power to major problems concerning nation, identity and the state; diversity, migration and class structure.

## 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>Elective / Lecture with Discussion</b>
Academic year	<b>2022/2023</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>2022/2023</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 / Lecture with Discussion</b>
Academic year	<b>2022/2023</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.

## Countering Violent Extremism and Radicalization

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

## Critical 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>Elective / Seminar</b>
Academic year	<b>2022/2023</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.

## Culture and Society

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

What is culture? How does it influence our lives and the societies we live in?

The fields of the sociology of culture and cultural sociology is a broad and growing field of study. This course aims to explore some of the main interpretations of culture, giving particular attention to the investigation of the ways in which attitudes and assumptions shape people's everyday lives; for instance whether sex before marriage is OK, whether children should be raised only in two-parent households or only by heterosexual couples, whether recycling is important etc.

Throughout the course, you'll gain a broad understanding of the major theories and issues encompassed by the sociology of culture. By the end of the course, you'll be able to look more critically at social groups, the media's framing of issues, and where "hot new ideas" might be coming from.

In addition to your weekly readings, over the course of the 12 weeks, you will write three Training, linking readings to your own social observations and you will write a final short paper analyzing a specific aspect of the sociology of culture, focusing either on how the media frames social issues or on what constitutes a subculture.

## Cyber Anthropology & 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 / Workshop</b>
Academic year	<b>2022/2023</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>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Elective / Lecture with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The aim of the course is to provide students with knowledge about the evolution of the state security area, which is cyberspace. Classes will cover the issue of threats in cyberspace, possible tactics and strategies of the state in this area. Students will have the opportunity to discuss the relationship between the 2.0 network and national security, especially in connection with the impact of cyberspace activities on the "real" world. An important element of the course will also be students' mastery of issues related to the interrelationships between the activities of the private and public sectors (and civil society activities) in relation to cyberspace security.

## Data Mining Foundations and Practice on Social Networks

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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>2022/2023</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>2022/2023</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>Elective / Lecture with Discussion</b>
Academic year	<b>2022/2023</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!

## 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The course is being prepared.

## Designing and Implementing Peacebuilding Initiatives and Implementation

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

## Digital Analytics

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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 / Tutorial</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>



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**Course description:**

We live in a time when people leave a digital trace behind them at almost every step. After waking up, we turn off the alarm clock on the smartphone, which records our first activity of the day. We use it to read our favourite news sites, watch some videos or images, revealing what interests us. When leaving home for university or work, we use city cards, applications for renting bicycles or scooters, taxi apps, etc., leaving a trace of from where, where to, and at what times we move. By paying with credit cards, we provide information about our consumption habits as well as our wealth. Wearing smartwatches, we inform what our physical activity and overall condition is. Finally, when expressing our thoughts on social media, we leave information about what we think about and what emotions accompany us. All this constitutes socially relevant data. The course has two objectives. The first is to show the possibilities of using digital data in social research and discuss a particular approach's usefulness and advantages, and disadvantages. The second goal is to introduce the R programming language and show how to carry out basic analyses.

## 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 / Seminar</b>
Academic year	<b>2022/2023</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>5</b>
Hours	<b>30</b>
Course type	<b>Elective / Lecture with Discussion</b>
Academic year	<b>2022/2023</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 / Workshop</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The course is being prepared.

## Diplomatic Workshop

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The course will concentrate on defining the concept and significance of diplomatic protocol, its sphere of influence and methods of attaining previously set goals. The objective of the course is to enable acquaintance of different areas of diplomatic and social activity existing in modern societies, essential for proper and effective functioning in diplomacy, business or office. The students are familiar with rules of protocol and introduced to the principles of savoir-vivre and recognition of cultural differences, important to successful participation in personal commitments and careers. The course provides an opportunity to discuss the issues related to the current political and diplomatic events, emphasizing the part of protocol.

## Disability 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>2022/2023</b>
Duration	<b>1 semester</b>

Semester

Summer

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**Course description:**

The course is being prepared.

## Disinformation and Propaganda in the Digital Era

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Documentary: Watching 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 / Tutorial</b>
Academic year	<b>2022/2023</b>

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

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#### **Course description:**

The teaching in the course takes place through group learning.

The course will teach critical stages of the documentary making; from getting a good idea for your film, development stage, production and postproduction, distribution and getting maximum exposure for your film.

The course will be based on teacher's films and her own experiences as a producer and director.

During each class students will watch a selected documentary, followed by a discussion about various aspects of the documentary- making process.

Students will be asked to present a story idea for their films and to pass the semester.

The following criteria will lead to the evaluation of their work;

1. What is the quality of the story idea? How clear is the storyline? How original is it?
2. How well is the story researched?
3. What was the quality of the treatment document?
4. How well is the story structured?
5. What is the overall impression of the story? Will it hang together? Will it be memorable?

## **E-commerce**

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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>2022/2023</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.

## Economy and Society

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter / Summer</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 Data

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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>2022/2023</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.

## Effective Team 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>2021/2022</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

Teams offer many advantages as an organised way to accomplish tasks. Teams are often fun work experiences. Such enjoyment and satisfaction promotes employee loyalty, motivation, and commitment. In this course students will learn definition of a team and the different types of teams in organisations. Also students will acquire knowledge on how to build teams in terms of designing the task, selecting the people, and then, the most important thing -managing their relationships. Students will be able to articulate a normative model of optimal decision-making.

## Elements of Cognitive Science & Neuroscience

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The course is being prepared.

## 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 / Tutorial</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The course is being prepared.

## English as a foreign language (Grammar)

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The course is being prepared.

## English as a foreign language (Integrated 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 / Seminar</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The course is being prepared.

## 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>Elective / Lecture with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

Entrepreneurship is an essential human behavior that underpins societal progress. Individual economic activity dominates day-to-day behavior in all but a few western societies and cultures today. Most of the world's population depends on an entrepreneurial livelihood. Without an understanding of the role of the entrepreneur in the economic formation and the conception of markets, a basic historical understanding of societal development is limited. Therefore, this course covers the many facets of entrepreneurship and its implications for careers, business, and society. It is designed to introduce the entrepreneurial mindset to students pursuing all University majors. The study of entrepreneurship draws from and contributes to theories rooted in sociology, psychology, anthropology, and economics. The entrepreneurial process is, at its very core, a social phenomenon. People identify opportunities and act on them to create value for others. Furthermore, the creation of new organizations (a common behavior of entrepreneurs) is the creation of social structure, bringing together people to achieve a common goal. The formation of new ventures is taught in this class as an evidence-based methodology for problem identification, analysis, and decision-making. Accordingly, the assignments are designed to develop and assess critical thinking skills. This course will introduce students to the state of entrepreneurship, providing

1. insight into the significance of entrepreneurship
2. entrepreneurial processes - from finding and evaluating good business opportunities to new venture start-up and growth issues
3. entrepreneurial behavior, a critical success factor in new venture creation.

Students will learn key entrepreneurial concepts through lectures, material, experiential learning, videos, and interaction with successful entrepreneurs. The goal of the course is

1. To identify entrepreneurship as a career and lifestyle option
2. To build confidence that students can run their own business by successfully launching an online business at an initial stage of revenue generation
3. To build on business skills such as marketing, finance, Utilizing E-Commerce
4. To increase self-awareness, especially work ethic
5. To become acquainted with business leaders
6. To develop a mindset for business and develop confidence

## Environmental Security and Sustainable Development

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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 / Lecture with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Environmental Management and Eco-Innovations

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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>Seminar</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## E-sport

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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 / Workshop</b>
Academic year	<b>2022/2023</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 about gaming and esports, familiarize students with the history and current trends in gaming and esports, familiarize students with the issues of games in the marketing context, mastering the knowledge of the type of games, players, game theory and esports by students.

The aim is to exercise with students of planning esports-based marketing campaigns. Enabling meetings with practitioners in the field of esports and gaming.

## Ethics in 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>Elective / Lecture with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

Deep reflection and case studies on the current and emerging ethical challenges raised by Artificial Intelligence (AI), quantum computing (QC), Robots and their synergism in synthetic biology (SB) for example xenobots and their implications for individuals and societies.

Students will have the opportunity to take fresh reflection and mental exercises about the ethical and philosophical issues of digital media and technologies from a global, cross-cultural perspective. There will be a place to touch deeply the topics related to cyborgs and singularity, social robots, and bionic bodies.

Some hard questions and tasks will be aimed at stimulating the conscious use of technology, e.g. How does the common commitment to justice take concrete shape in public policies governing the mounting advances in science and technology? How does the commitment to life and healing speak to the ethical distinction between the uses of biomedical technology for therapy versus for enhancement?

Each topic, task, and theory is interwoven throughout with sets of questions that foster careful reflection, writing, and discussion into these issues and their possible resolutions.

## Ethics of Foreign Policy

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

## Ethnic Minority 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## EU as a Global Actor: Europe's Power in the Age of Multipolarity

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The overall objective of the course is to situate the development of the EU's global 'actorness' in the broader setting of international relations. The module will fuse the study of European integration, international political economy and international relations. It targets students of cultural studies and sociology, as well as those on IR programmes. The module will run as a seminar, meaning a short lecture and active student participation. Students will be provided with detailed reading lists and key questions to guide their reading and research and to enable them to prepare for actively participating and leading discussions. Students will be introduced to the various 'future trends' and 'forward study' reports produced by governments and think tanks to enable them to analyse and interpret the types of political, economic, security-related and demographic trends and developments experts are foreseeing for the future world.

The main content will be divided into four equal parts.

1. Overview of the evolution of EU's external policies in its many dimensions, going beyond the traditional foreign and security policies, consideration of the notions of soft, transformative and normative power.
2. Domains of EU power in a global context: exploration and debate about the role of the EU as a trading power, the EU as a promoter of multilateralism and the rule of law, the EU as an exporter of good governance and stability via enlargement, stabilization and the European Neighbourhood Policy.
3. Analysis of the changing context of international relations, debating the features of globalisation and multipolarity and the EU's position as a regional form of integration.
4. Further analysis of concrete issues, including the rise of the 'BRIC' states, demographic trends, shifts in global economic and trade patterns towards the East and their multifarious implications for Europe and the EU. A further innovative aspect of the module will be its assessment methods; one task will be to produce a podcast reporting on future global trends and implications for the EU.

The students will have a comprehensive understanding of the nature of the EU's external relations and its various expressions and policy manifestations, be able to define and critically analyse a range of global trends

and processes and demonstrate an ability to interpret their implications for the EU, understand the specificities of the European model of integration in economic, political and cultural senses.

## European Civilization

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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 with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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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>5</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2022/2023</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.

## Facebook & Instagram Masterclass

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

Summary: The Facebook & Instagram Masterclass will take the student on a deep dive into the newest strategies plus how you can combine the suite of marketing tools Facebook and Instagram provide freely to successfully promote a creator or business online with other online tools to increase engagement. The student will gain an understanding of the platform's video first marketing strategy, content and analysis suites.

Course Description: Meta, previously Facebook (announced on the 28th October 2021 by Mark Zuckerberg) is accessed globally with active monthly users hitting 2.91 billion in 2022 with the largest active age group 31% falling between the 25-34 age category, and 43% female vs 57% male with an average daily consumption of 33 min. Instagram today is accessed by 2 billion users with the largest active users being between 25-34 (31.2%) with 48.4% female, 51.8% male (there is currently no data on other genders for either platform) with an average daily consumption of 29 minutes. These two platforms still dominate the social space with Facebook still coming out as the most popular social media platform although its users are dropping and being steered away to other platforms such as TikTok & Snapchat. This said the power of these two platforms combined with its sister platforms WhatsApp, Messenger, Oculus, Workplace and its audience networks, is enormous and mastering them is a must in our global society. Purpose: To gain a deeper understanding that goes way beyond the surface many marketers stay above, beneath the face value of Facebook and Instagram lays an array of digital tools, marketing scheduling suites and audience definitions that will allow you to turn your visibility, community growth, ROI and authenticity into profitable gains.

### Objectives:

Position your product/client by using the appropriate platforms.

Curate catered content specific to influencing your target audience.

Experiment with different techniques according to the latest Apps, Platforms, Rules, and Opportunities to drive engagement.

Practice & perfect platform applications, events, competition strategies for Marketing.

Integrate each specialized platform strategy into one Marketing Plan utilising the whole suite of Apps available.

Measure ROI to persuade client investment strategies.

Acquire and understand analytics to manipulate strategic marketing goals.

Build a following for your personal SMM brand as an Influencer.

Know how to create and optimise your own Social Media Platforms.

## 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>2022/2023</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

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

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

## Foundations in Peace and Conflict Studies. General Issues

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

FOUNDATIONS IN PEACE AND CONFLICT STUDIES. GENERAL ISSUES is the first part of a two-semester course in the Strategic Peace and Conflict Studies (SPACS) program. The main goal of this course is to introduce students to the interdisciplinary field of peace and conflict studies, its main figures and their findings, as well as theories and concepts regarding violence, non-violence, positive and negative peace, conflict transformation and peacebuilding. Students will have a chance to discuss the strengths and weaknesses of

current approaches to peacebuilding and conflict transformation in class, and work on case studies in order to find the connections between theory and practice. Furthermore, students will have a chance to analyze chosen conflicts and non-violent resistance movements using conflict assessment tools and framework introduced to them in class.

The course draws on a wide range of disciplines, including psychology, sociology, international relations, economics, international law and human rights, anthropology, and others.

## Foundations in Peace and Conflict Studies. Specific Issues

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

## Fundamentals of Programming

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

## Gender and Peacebuilding

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Gender Studies

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Geopolitical Dimension of Energy Security

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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 / Lecture with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The goal of the course is to provide students with a comprehensive knowledge and understanding of links between energy policy (including trade in hydrocarbons, electricity, nuclear and renewable technologies) and security both at the level of key regional actors and globally. First, students will learn about the evolution of the concept of security and the process of “securitization”, which led to making energy-related issues an unquestioned part of security policy. Next, the concept of “geopolitics” will be introduced, so that students understand its original meanings and the current usage in the context of energy policy (which lacks original elements of this notion, but reflects the geography-based nature of energy policy). Subsequently, global energy outlook will be analysed, including the roots of current mix of energy sources, recent trends and prospects for the future. Then major producers, exporters and importers of hydrocarbons will be analysed.



This will be followed by presentation of the market in nuclear and renewable technologies. There will be also a presentation of the climate change agenda, as an organising factor of today's energy policy at the global, regional and state-level. A distinctive part of the course will be case studies of Russia, USA and Middle East as world's focus points as regards energy policy and security. Other case studies may be introduced following suggestions from the group. Finally, the role of international cooperation in the field of energy security will be examined, with focus on the European Union as both: policy actor and regulator in the field of energy, and on NATO, which links the military dimension of security with energy-related issues. Please note, in the summer semester 2021/2022 the classes will be held online, via MS Teams.

## 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>Elective / Lecture with Discussion</b>
Academic year	<b>2022/2023</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.

## 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The main aim of the course is to present the information and case studies on governance mechanisms and then to provide the understanding of the functioning of control structure that emerged and function in developed as well as in transition economies. However, the course is not only to provide information and develop the understanding on control mechanisms, but aims also at the development of the certain skills such as analytical skills, critical thinking, knowledge integration of different topics, awareness and openness for current initiatives in the economy, understanding of interdependence of social, economic and legal systems both on the national as well as on the international level. Certain hints for those, who may want to become non-executive director in the future will be provided as well. Students will have also the possibility to discuss the current economic problems.

## Global Media and Media Diplomacy

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

## Global Media: Discourse 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The course is being prepared.

## Global Media: Politics of Conflict

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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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.

## **Globalization Process**

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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>2022/2023</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.

## **History of Diplomacy**

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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>Elective / Lecture with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course provides an overview of diplomacy understood as civil service based profession as well as a set of historically developed unique skills related to the conduct international affairs. It will enable the student to see major developments in treaty making and negotiating in relation to European state-building and struggles for supremacy, the political aims of major European countries and their diplomatic strategies will be set against changes occurring through the last five centuries.

## Human Capital 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The main objectives of the course:

1. to clarify the character of the special capital – human resource as capital
2. to develop the basic set of methods and techniques needed for managing human capital
3. to learn about basic administrative processes related to human capital management

## Humanitarian and Development Aid

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

Why the demand for humanitarian and development aid is constantly growing? Do we have a capacity to cope with it? How to do it? Is the assistance and aid an efficient instrument providing the help to the victims

of natural disasters and ethnic, political and armed conflicts or extreme and structural poverty? What are social, economic and personal effects of these two forms of aid? What are constructive examples of correct and successful assistance, which improved the quality of life of the beneficiaries? Which institution is the most efficient in assistance delivery; the UN, the EU, OECD, some NGOs or some rich countries? What they are getting in return? The development aid it is only experiments conducted by rich countries on the poor - or on the contrary- it is a constructive support helping to escape from permanent poverty and substantially improve the life.

In a course of the classes, we will discuss and try answer to all these questions.

We will also analyze the similarities and differences between humanitarian assistance and development aid and evaluate real cases of them. We will discuss how to measure their efficiency and how to tailor them to the specific needs. You will learn to distinguish the assistance from aid and forms of its delivery. You will know the role which assistance and aid play in the areas of armed conflict, refugees' camps and poor regions of Africa, Asia and Latin America. You will be familiar with the use of both instruments in post-conflict areas such as Western Balkans and Western Africa. I will share with you all my field experiences from these two regions. We will be doing a lot of contingency building Training. You became familiar with the core development aid policy of the UN, OECD and the EU as well as with the sharp discussions concerning the scope and the form of its delivery. We will assess the arguments of Noemi Klein, who is a sharp critic of so-called "Western aid" and we will compare her opinions with others of aid and assistance providers.

You will be expected to prepare at home your presentations and evaluations of specific cases and to present them in a course of the discussions, debates and evaluations sessions. The issues of the humanitarian and development aid is not only very important but also fascinating one - and I assure you that both the subject and interactive form of our classes will keep you on the highest level of academic alert.

## Hybrid Conflicts and Asymmetric Threats

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The aim of the course is to provide students with the knowledge of the changing nature of threats and conflicts in the modern world. Students will be introduced to various forms of asymmetrical threats. An important element of the course will be enabling students to adopt an analytical approach to data and information on such conflicts and phenomena, which in turn will allow them to diagnose the changing security situation. The seminar is designed to help students understand the complex processes of that take place in Europe, as well as their place in global security affairs.

## Hybrid Managing Business Cultures

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</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>Elective / Workshop</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared

## Influencer's 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 / Tutorial</b>
Academic year	<b>2022/2023</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>
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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</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>2022/2023</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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

# Intelligence

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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## Course description:

This course will provide an overview of the nexus between international relations and intelligence services. A core objective is to identify the use (and misuse) of intelligence services and operations in the conduct of international relations.

Upon completion of this course, the student should have a better understanding of: 1) the functions, methods and operations of intelligence agencies; 2) the basic concepts of the major international relations theories; and 3) how the foreign policy and intelligence community interacts in both tactical and strategic initiatives.

A good part of the course will focus on specific case studies where intelligence agencies and operations have played an important role in the shaping of contemporary world events. Technological advances and the growing impact of the internet and social media and the use of these instruments by intelligence agencies will be examined with a particular focus on the current Russian cyber war being waged against Western democracies.

We will examine the outcomes of intelligence operations, their success, failures, and often unintended consequences. We will also examine the ethical issues involved in the use of assassination, torture, regime change in the conduct of international relations and how these methods impact civil right and liberties and the rule of law, both domestic and international.

## 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>Elective / Lecture with Discussion</b>
Academic year	<b>2022/2023</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.

## Interactive marketing and PR on-line

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

**OBJECTIVES and SUBJECT MATTER OF THE COURSE** The aim of the course is to make students understand the general concept of interactive marketing and public relations and they will also be able to analyse the various contemporary digital marketing and public relations cases, social issues and global trends in public relations. They will also be able to;

- Promote brands online
- Create a marketing plan
- Handle and manage online public relations campaign.
- Work in groups and build on their team work skills
- Make public presentation

On the overall, students will be able to manage marketing activities online and offline portfolio in any agency or company.

## 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>2022/2023</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.

## Internal PR and Events

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

With this classes students should be able to:

- explain what is public relations and event;
- understand how public relations can be used against the public interest;
- understand the role of PR practitioner in the organisations;
- define and describe public relations campaign strategy and tactics.

At the end of this course students shall plan a public relations campaign or program with using the model: Communication by Objectives.

## International Advertising and PR

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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 / Lecture with Discussion</b>
Academic year	<b>2022/2023</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 Conflict Analysis

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

Course will address the nature and causes of conflict, analytical tools, and a process of informing decision makers of developments on battlefield and in conflict. Of particular value is the attention the social dynamics of collaborative analysis, illuminating how interaction among individual and institutional participants can affect outcomes. It will review modern conflict theories and conflict assessment tools and mappings. The course will teach students to write and present analyses and is based on practice and experience of the course lecturer (a former military and civilian diplomat, ambassador to Afghanistan and Iraq.)

## International Economics. Finance

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

We live in a global economy in which international trade and international capital flows are now more important to an economy than it used to be. The subject matter of the course will consist of issues raised by the special problems of economic interaction between sovereign states. The International Economics course provides tools of analysis for understanding international economic relations and evaluating international economic policies. The first half of the course covers international trade issues. Students examine alternative explanations of the pattern of trade among countries and the potential economic gains from trade. The course pays particular attention to differences in technology, the availability of capital, labour and other

factors of production, and the existence of economies of scale. It assesses the consequences of policies to restrict international trade and considers possible motivations for protectionist policies that are chosen. The second part of the course is devoted to international finance and covers a broad range of topics including exchange rate determination, monetary and fiscal policy in an open economy, balance of payments crises and the relative advantages of fixed and flexible exchange rate systems. The insights provided by these theoretical frameworks will enable students to discuss topics such as the single currency in Europe, currency crises, government intervention in the foreign exchange market and the role of international factors in a nation's economic performance. The course has five main objectives. It develops an understanding how international trade and financial relations affect consumers, firms, and economic policy. Students learn to critically evaluate the claims of politicians and other policymakers regarding the economic effects of their proposals of macroeconomic policy and international trade. They gain factual knowledge about international trade and finance. Finally, they develop the ability to use a set of theoretical tools that will assist the international professional/business person to make better decisions related to the global economic environment. By working in groups on projects, they also learn about teamwork, managing complex assignments and communicating professionally.

## 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 with Discussion</b>
Academic year	<b>2022/2023</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>2022/2023</b>
Duration	<b>1 semester</b>

**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 / Lecture with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</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 InternationalMarketing (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 toprocess 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>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Elective / Lecture with Discussion</b>
Academic year	<b>2022/2023</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 of 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.

## International Organizations in Conflicts and Crises

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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 / Lecture with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

Over the course of the semester, students will gain a basic knowledge about the role of international organizations, both intergovernmental and non-governmental; their strengths, weaknesses and limitations.

The main objectives of the course are: making students familiar with the history and the role of international organizations in solving world's problems, providing an opportunity to discuss activities, successes and failures of main international organizations and selected regional ones; teaching students how to critically analyze main international problems (connected to the work of international organizations), and making it possible for students to meet practitioners from the field.

## 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 with Discussion</b>
Academic year	<b>2022/2023</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. Specific Topics

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</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 and Conflicts in the XXI century

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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 / Lecture with Discussion</b>
Academic year	<b>2022/2023</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>2022/2023</b>
Duration	<b>1 semester</b>



Semester

**Winter**

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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.

## Introduction to Civil 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 / Lecture with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Introduction to Computer Science

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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>2022/2023</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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The purpose of the course is:

- providing knowledge about the online advertising market and e-commerce market in Poland;
- familiarizing students with the basic concepts of online advertising and e-commerce;
- gaining by students the ability to select the right KPIs and media indicators to assess the effectiveness of online advertising;
- the opportunity to discuss issues related to the development of e-commerce, factors that influence it;
- teaching students how to correctly calculate and interpret online advertising indicators and use them to create reports on online activities;
- exercises with students on creating the correct product card and other transaction stages in the online store; creating an internet media plan;
- meeting with people who work in online advertising and e-commerce;
- systematic lecture of the most important theories of online advertising and e-commerce.

## Introduction to English Studies

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

## Introduction to Information 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 / Lecture with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</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>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Lecture with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</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>Elective / Seminar</b>
Academic year	<b>2022/2023</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 / Lecture with Discussion</b>
Academic year	<b>2022/2023</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>2022/2023</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 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The subject 'Introduction to negotiations' will focus on diplomatic resolution of international crises. The art of negotiations is the essence of diplomacy, so the participants of the course will not only study major international conflicts, but also actively analyse the best possible ways of solving them through negotiations. This interactive and participatory course will focus on theory and practice of conflict resolution. It will be conducted by a career diplomat with experience of more than forty years of work in diplomacy, peacekeeping missions and international organisations, mostly in conflict zones.

Students will benefit from attending the classes in two ways:

1. they will gain thorough knowledge of major international crises and
2. practice negotiation skills, which will be useful in any international environment.

## Introduction to Online 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>Elective / Tutorial</b>
Academic year	<b>2022/2023</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>5</b>
Hours	<b>30</b>
Course type	<b>Elective / Tutorial</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## 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>2022/2023</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 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>Elective / Lecture with Discussion</b>
Academic year	<b>2022/2023</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 / Seminar</b>
Academic year	<b>2022/2023</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</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Leadership in the Organization

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

- Demonstrating theoretical and practical knowledge about modern leadership methods
- Understanding of leadership roles and the ways of its development
- Interpretation of terms : emotional and social approach
- Using different models of strategic thinking and influence
- Understanding motivational methods
- Can do self-analysis of own leadership competences and preparing plan for their development.

## 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>2022/2023</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 with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</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>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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## Course description:

Logic allows us to evaluate the quality of reasoning. Thanks to it our thinking and acting can be more coherent, accurate and effective. The purpose of this class is to learn and practice the elements of logic. Our journey will begin with the philosophical foundations of logic and its value in various areas of life, especially professional. Then we will consider the role of language in describing the world. We will try to understand the problem of the scope of meaning of names and the formulation of sentences. We will also look at inference and the classical sentence calculus. Although logic is a formal science, we will illustrate our analysis with examples from real life, including business.

## Logic and Methodology of Social Sciences

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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</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

**LOGICS AND METHODOLOGY OF SOCIAL SCIENCE** Science is distinguished from non-scientific or pseudo-scientific endeavours by the methods it uses rather than by the problems it studies. Scientific methodology has been developed in order to prevent personal biases, economic interest, or political ideology from affecting the outcomes of scientific studies. In other words, scientific methodology specifies a set of rules for developing sound knowledge that are neutral with respect to substantive content of the knowledge or the biases, interests, and preferences mentioned earlier. The results of a well-conducted scientific study can be reproduced by others, which helps to detect fraud or data fabrication. Importantly, understanding scientific methodology, is essential to doing research in other areas, such as public opinion, market research, or policy making.

The emphasis of the present course is on the use of scientific methodology in a critical assessment of knowledge claims. The course begins with a general description of fundamental concepts, such as theory, hypothesis, measurement, variable, empirical test, and so on. As a next step, the course discusses major techniques of scientific research, such as surveys and experiments, and most common tools used for measuring attitudes and behaviour.

## **Macroeconomics and Public Finance**

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course will introduce students to the models and techniques used in modern macroeconomic theory. The models will be linked to a discussion of the performance of the Polish, European and the U.S. economy. This course will provide students with a basic understanding of the mechanisms that drive inflation, unemployment, and output. It will cover: equilibrium in the goods and assets markets, the determinants of the rate of economic growth; the cyclical behaviour of the economy and the stabilizing role of fiscal and monetary policy.

## Macrosociology

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The module will examine sociological approaches and methods that examine large-scale patterns and trends within the overall social structure, system, and population. Each class will be dedicated to a particular issue that will assist students to understand the key characteristics of macrosociology. The overarching aim of the module is to approach selected macrosociological topics in an interesting and insightful way. After completing this module, students should be able to: - Think like a sociologist and develop a sociological imagination. - Distinguish between microsociology and macrosociology.

## Management Accounting

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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>2022/2023</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>2022/2023</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 Digital Transformation

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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/ Seminar</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</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>2022/2023</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>
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Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</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>Elective / Workshop</b>
Academic year	<b>2022/2023</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>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Elective / Lecture with Discussion</b>
Academic year	<b>2022/2023</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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</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>2022/2023</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.

## 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

## Media and Public 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>Elective / Lecture with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The course is being prepared.

## Media and Video in the Web

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Media Evolution: Past, Present, Future

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

Nowadays we live in a world, where every area of our life changes and those changes become bigger and faster every day, week, month etc. It happens due to the development of technology and social media, as well as the growth of globalisation and many other phenomena.

A lot of significant changes exist also in the media. During the workshop: "Media Evolution – Past, Present, Future" our lecturers will focus on the changes, which occurred in the media during the past few years.

Both the lecturers and workshop's participants will be put into discussion about the future of the media in today's 'fast-changing' environment. You will focus mainly on the changes happening in the radio, TV, the New Media as well as the press.

Trying to extrapolate today's changes is another question for participants of the workshop to cope with. This will be done in order to predict what the role of the media and the journalism will be in the following years. Moreover, have you ever ask yourself what are the factors that won't ever change? Nowadays anyone can single-handedly reach the millions of audience. then?

During the lectures you will find an answer for many questions through the discussion about business models that exist in the media and changes, which can be easily observed. Furthermore, you will discuss the nature of relationship between media or business as well as politics and ask yourself how these modify in relation to the development of technology. We will also deal with the problem of the media's law regulations and discuss the changes that need to be done in order to adjust them to Social and New Media ages.

As explained above, the main goal of the workshop "Media Evolution – Past, Present, Future" is to understand the nature of the media and the changes occurring in it due to the fast-developing technology.

## Mediations in International and Multicultural 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 / Seminar</b>
Academic year	<b>2022/2023</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 with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</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.

## 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>2022/2023</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 IT Systems in Business

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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 Workshop</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

## Multilateral Diplomacy

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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>2022/2023</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>Elective / Seminar</b>
Academic year	<b>2022/2023</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>2022/2023</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.

## Neuromanagement

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## **New Media and Researching New Media - introduction**

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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 with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## **New Media and Social 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

# Non-Governmental Organizations, Social Policy and Development

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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 / Lecture with Discussion</b>
Academic year	<b>2022/2023</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 classes show, 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.

## Online Consumer Behaviour

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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## Course description:

When students finish this course, they should understand: what is Consumer Behaviour. It is important to know how consumers learn about products and services. Listeners will learn how a lifestyle defines a pattern of consumption that reflects people's choices on how to spend their time and money. These choices are essential to define consumer identity. Fundamental part of this course are three categories of consumer decision-making: cognitive, habitual and affective. Nowadays social media changes the way we all learn about products and the way we select and choose them.

## Online Ethnography: Research and Ethics

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The course is being prepared.

## 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>2022/2023</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 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 behaviour and motivation.
4. To learn mechanisms of people behaviour in organization and how they impact efficiency of organization.
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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The complexity of internal and external conditions of functioning and development of contemporary enterprises requires a methodical approach to identifying organisational problems and in the sphere of management to managing these organisations. The aim of the course is to acquaint students with organizational and management methods which constitute a basic instrumentarium in the rationalization of decision-making processes.

The course should provide students with practical knowledge of selected methods of organizing, planning and managing the organization. Students will acquire skills to use the learned methods and techniques to solving practical management problems. Classes will be held via MS Teams and a business simulation platform

## 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>Elective / Tutorial</b>
Academic year	<b>2022/2023</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>Elective / Seminar</b>
Academic year	<b>2022/2023</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**

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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 / Workshop</b>
Academic year	<b>2022/2023</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>5</b>
Hours	<b>45</b>
Course type	<b>Elective / Workshop</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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#### **Course description:**

The course is being prepared.



# Philosophy

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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 / Seminar</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter / Summer</b>

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## Course description:

The proposed course is aimed at presenting to students in a compact way diverse views, concepts and ideas that shaped Anglo-American and European-Continental traditions of philosophical thought since Greek antiquity till contemporary post-modern theory.

Why these days it is important to be familiar with main currents of western philosophy? And – to ask more specifically – why it is important to understand them for a student of Collegium Civitas? The answers are simple. In a present digital culture students have to confront a true overabundance of easily accessible information and quite often get lost in the middle of it. Therefore, having some conceptual criteria for selecting and comprehending information seems to be indispensable. Philosophy delivers intellectual tools to deal with the problem. Understanding the Past always helps to understand the Present. Studying philosophy provides valuable history-of-ideas-perspective that makes perception of our own problems and dilemmas more substantive and better structured. Thanks to this course students can learn how many out of historical concepts proved to be essential to inform our contemporary concerns and debates. Since Collegium Civitas is designed as a school for social-political studies, philosophy provides most general body of knowledge to discuss further, on other social science courses, issues such as: state and society, individual and community, democracy and dictatorship, constitutionalism and rights, property and free economy, independence and autonomy, human equality and dignity, liberty and power, authority and tolerance, human nature, race and gender. Studying philosophy can make students more reflective when they choose other social science courses. It is so because philosophy makes one more attentive to the language of any discourse. For instance, the political can be today comprehended by such popular yet contradictory metaphors as: organism, mechanism, architecture, spectacle, bargain or war and campaign etc. It is important to be aware that such popular metaphors are not innocent, they highlight certain ways of understanding political phenomena and at the same time they downplay other. The main method of this course will be common reading and interpretation of the essential texts of the Western Canon. Personal contribution to the class will be expected and encouraged in many ways such as individual presentations, participation in task groups, Training in debating and argument. Philosophy will turn to be a solid academic companion when students will learn how many old ideas seem to still inform our contemporary concerns and dilemmas.

## Photography Workshop

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</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 Elites: Challenges of Leadership

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</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>3</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</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>Elective / Seminar</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</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 - Six Sigma

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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>2022/2023</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 Six Sigma techniques. Students will learn the history of the emergence of Six Sigma and the principles which govern this methodology, as well as its 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.

## 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 / Tutorial</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</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.

## Professional Standards vs Propaganda Agents

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

In modern journalism, you have to push you a way hard avoiding commercial and political (propaganda) pressures and searching for the truth while upholding basic professional standards of the decent journalist. All news outlets have their noble guidelines but the very same stations and newspapers often violate the rules themselves in order to be able to earn more money through adverts, get more clicks or viewings and to survive in the modern mediajungle. This workshop will teach you what to expect in a typical journalistic workplace. Concrete situations, simulations, tests, videos and anecdotes. The professional standards theory does not translate easily into practice. Having worked at BBC in London, Radio Zet, Przekroj Weekly, Newsweek and Gazeta Wyborcza Daily and recently some tabloids, I will be happy to share with you practical survival skills in this area and many tricks of the trade, which I have learned the hard way in the past three decades.

## Programming Using Python

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</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>2022/2023</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>2021/2022</b>
Duration	<b>1 semester</b>
Semester	<b>Winter / Summer</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>2022/2023</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>2022/2023</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 have 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 as Net Present Value, Internal Rate of Return 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 have 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.

## Public International 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The main aim of the course is to make students familiar with some basic mechanisms of international law. During the course the students work with the most important documents being in force, notably UN Charter and Vienna Convention on the Law of Treaties then they discuss judgments of international or domestic courts so that they could understand how the theory finds application on day-to-day practice. Even if the course is construed so that to encompass all fundamental problems of the contemporary international law, still the main focus is put on the topic of sources of international law, as well as the role of the UN System. Thus the final result of each class is to make students understand the basic line of reasoning adopted by organs when applying the international law as well as to make them aware how the international law may influence the domestic politics and international relations in general.

## Public policy towards social inclusion

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

**Course description:**

The course is being prepared.

## Public Relations

Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Elective / Tutorial</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

**Course description:**

The main goal of Public Relations program is to provide students with the knowledge of ethical and reliable communication's management and transparent rules concerning the creation of the company's image.

Public Relations Program consists of:

- Internal Relations
- External and Media Relations
- Corporate Social Responsibility Projects
- Crisis Communication Management
- Social Media Relations

During the program students will have an opportunity to analyse real life case studies of Public Relation activities of companies from different market sectors... Additionally, the program leading as a workshop, will give a chance to practice the creation of Public Relations strategies and image-plans. Students equipped with various PR techniques & tools will have a chance to develop necessary skills & competences for successful PR activity.

## Qualitative Data Analysis (Atlas.ti)

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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

**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.

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## 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

Qualitative Data Analysis (QDA), a rapidly expanding form of research, seeks to make meaningful conclusions from textual (and visual) data that has been extracted from such sources as interview transcripts, newspapers and field notes. This course seeks to familiarize students with the variety of approaches commonly used as well as key methodological concepts. It will also show how the same data can lead to different interpretations depending on the researcher's epistemological perspective. In-class 'hands on' experience of the techniques discussed as well as homework assignments will accompany all key theoretical points. The course includes a practical introduction to computer-aided QDA as well as guidance on writing up research in a clear, succinct and scientifically accurate manner.

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## 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>Elective / Workshop</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The course is being prepared.

## Quantitative Data Analysis (SPSS/R)

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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>2022/2023</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.

## 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>2022/2023</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 is available in virtually every organization. Real-life business data will be used during the course (sales, revenues, etc).

## Research Methods in 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>Elective / Seminar</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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#### **Course description:**

The aim of the course is to prepare students to independently prepare and conduct research in the field of management. You will be introduced to the basic stages and rules governing effective research processes. The course will translate an empirical idea into concrete steps to be taken in the process. Students will learn the basics of formulating research problems, hypotheses, conceptualisation and will learn the basics of formulating research problems, hypotheses, conceptualisation and operationalisation, and constructing a tool appropriate to their objectives. You will work individually and in groups. The competences acquired in this course will not only be valuable to future employers, especially in roles related to decision making and research for understanding the market environment.

## **Responsible blogging**

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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 / Tutorial</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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#### **Course description:**

This course is designed for postgraduate students pursuing a second degree in sociology.

This course will be interactive and will be conducted both in theoretical and practical terms in the form of lecture and discussion to meet the requirements as students are expected to participate in class discussions, individual/ group assignments and final examinations.

#### **Expectations**

Students are expected to create their own personal blogs with thematic focus

Update and share useful information from the post : blogs should have a title, date, by-line

Analyse the information published on the blog during the class discussion.

Content of the blog: constructive headline, body, conclusion/summation

#### **Learning Outcomes**

By the end of this course, students will be able to develop the art of journal writing for blog posts, creative writing in marketing, and academic purpose.

Students will be able to construct their own person blogs, understand the ethical issues in blog writing and apply the knowledge gained in the course in future career.

## 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>Elective / Seminar</b>
Academic year	<b>2022/2023</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.

## Rule of Law: International Humanitarian and Human Rights Law

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</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>2022/2023</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>2022/2023</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 Contexts of Modern Conflicts

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

A lot of attention is being paid to global conflicts in modern world, which often take a very appealing course. Media turmoil and games being played between political parties are followed by clashes between radicalized social fractions. At the same time the actual reasons of the resulting conflicts seem to be much less spectacular and often come down to the implementation of certain questionable policies, various market practices or social transformations. The real sources of these conflicts have often also little to do with the emotions they raise.

During the 'Social and Economic Contexts of Modern Conflicts' seminar we will investigate social and economic mechanisms underlying current global conflicts. We will combine scientific approaches with practical insights to recognize the structural background and create models explaining the nature and logic of these phenomena.

## Social media - workshop

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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 / Workshop</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The course is being prepared.

## Social Media & Culture

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

This course is about relations between social media, society and culture. Building upon theories and concepts from media and communication studies, cultural studies, and sociology, it teaches to critically analyse and comprehend multiple effects of social media on the society and culture. What is "social" about social media? Do they weaken social bonds or, on the contrary, serve social integration? How do culture, cultural production, distribution and consumption change in the era of social media?

## Social Media & Politics

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Academic cycle	<b>Bachelor's degree and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30</b>
Course type	<b>Elective / Lecture with Discussion</b>
Academic year	<b>2022/2023</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 tweets 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 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>2022/2023</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. Effectiveness 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 different 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 in the 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 / Tutorial</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.

## Social Media Strategy

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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 / Seminar</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter / Summer</b>

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### Course description:

Builds on the foundations of the program's preceding required courses. Analyzes social media persona behavior. Explains planning & reporting ROI. Reinforces marketing principles while applying psychological and analytical data strategy to platforms' opportunities and audiences.

## Sociological Research (Qualitative and 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The Research Methodology course introduces students to the range of methods within social and political sciences. It provides firsthand experience with the specific procedures through which social science

knowledge is developed. It emphasizes the interaction between theory and research. The emphasis will be on general procedures and on concrete techniques.

Students will be expected to work in groups and carry out a small scale research project wherein they generate and analyze 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) familiarize students with social research methods, (2) offer “hands on” experience to some of the methods 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) write an original research proposal to address a particular research project, and (5) test some useful methods and briefly present the results to the rest of the classmates. Upon completion of this course students will be able 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. Give class presentations on the progress of their research (at least once in the term)
3. Submit a final group research report (4-5,000 words by 16th Jan.2018)

Assessment: Student achievement of the stated course objectives will be measured in the form of (1) class presentation/assignments (2) student participation (3) and a 4-5,000 word research project report to be done by a group of 2 students.

## Sociological Theories

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The course is designed to introduce students to the sociological theoretical perspectives and to demonstrate how it can be used to analyze contemporary social problems.

As we examine these social problems, it will become apparent that there are many different perspectives on what can be defined as a social problem and on the causes of and solutions to social problems. The will offer an opportunity for a critical discussion of the usefulness of sociological perspectives in understanding the complexity of contemporary social life.

In the course, we will examine such problems as inequality, poverty, crime, alcohol and drugs, education. The primary goal of this course is to enable you to approach and analyze social problems and related public policies from a sociological perspective.

Specific objectives of the course:

Understand the sociological perspectives and use them to analyze contemporary social problems.

Apply sociological theories as a way to understand various problems and their causes and effects.

Apply sociological analysis of social problems to policy making and its outcomes in society.

Encourage critical thinking, analysis, and synthesis.

## Sociological Theories - workshop

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

- 1 making students familiar with sociological theories from classical authors (Marx, Weber, Durkheim) to more modern theories (consumerism, social capital)
- 2 learning to read original theoretical texts and make sense of their content
- 3 providing an opportunity to discuss the most vibrant, important, and (hopefully) interesting theories concerning various social phenomena and finding their relevance for student's own life.

## 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The aim of the course is to make students familiar with the basic sociological concepts: society, culture, socialisation, social control, interaction, social structure, risk society. Current problems like radicalisation will also be discussed. The classes are based on a discussion of corresponding social and sociological problems. Students will be asked to prepare two presentations. One presentation is based on photo essays, which are results of the very first students' fieldwork. To be successful students are obliged to be very well familiar with obligatory readings assigned to a class.

## Sociology and Societies of Post-Modernity

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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>2022/2023</b>

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

#### Course description:

Sociology of Postmodernity can be understood on two levels: theoretical and analytical. We will analyse cultural and social dimensions of postmodernity, looking closer at the phenomenon such as consumerism, simulation, risk, technology, ideologies, identity, family and body. Each of the phenomenon is to be shown from the perspective of post-modern sociological theory. It will allow us to challenge Lyotard's claim about the end of big narratives, as well as to make attendees familiar with a modern sociological thinking basis on the contemporary examples.

## Sociology of Culture

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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

#### Course description:

The course takes as a theoretical ground weberian concept of culture (value system) as the basis of social life. To understand social processes meansto understand cultural phenomena. I plan to analyse selected cultural processes crucial for contemporary world:

- (1) Ethnicity in globalising society:separatism, nationalisms, disappearing and rising nationalities, stateless nationalities;
- (2) Cultural aspect of contemporary migration (acculturation, adaptation, integration);
- (3) Postcolonialism (European and None-European cases);
- (4) Mainstream cultures and counter-cultures (cultural movements,cultural conflicts).

## Sociology of Digital Society

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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

#### 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>5</b>
Hours	<b>30</b>
Course type	<b>Elective / Lecture with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The seminar is designed to deepening the understanding of a) the roots of terrorism, b) the trends in the development of terrorism as well as c) the globalization of terrorism. We will analyze the Global Terrorism Index and the social and economic factors nourishing extremism. We will study examples of current conflicts (incl. 'lesser-known' conflicts and regions such as Central Sulawesi or West Papua). In addition, the students will be invited to make an attempt to assess the risk posed by terrorism in selected countries and to discuss the question of effectiveness of counter terrorism policies, both at national and global level. As the roots of the modern terrorism we are facing today can be traced back to the 70's and 80's we will also take a look at historical background and activities of selected terrorist organization.

## 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 / Seminar</b>
Academic year	<b>2022/2023</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>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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

Aims of the course: (1) Practicing and description of large collections of data and reading graphs of random variable distributions. (2) Discussing: the questions of correct sampling, estimation of population parameters from sample data and the question of proper choice of the tests, depending on the tested hypotheses and measurement scales. (3) Practical exercising in formulation of hypotheses, and testing the hypotheses with a spreadsheet. The contents of the course encompasses: measures of central tendency (mean, median, modes), then measures of: dispersion, asymmetry and deviations from the normal distribution. Also two-variable statistics with calculation of correlation and graphing of the mutual dependence. Next, random variables, theory of estimation, problems and errors in sampling, basic statistical tests (various applications of the Student-t test, Fisher-Snedecor test and chi-square test).

## 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>2022/2023</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 totake 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.

## Stereotypes and Prejudice

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

This course is dedicated to the study of both traditional and modern forms of stereotypes, prejudices and discrimination.

#### Objectives and outcomes

This course intends to focus on issues related how prejudices are formed within societies. This class will focus on discussion on the various topics, issues and the theoretical background to these sociological terms. It will further explain prejudice within social groups and ethnic minorities.

At the end of this course, students are expected to be able to:

1. Understand the origins of prejudices, stereotypes and racism
2. Develop critical thinking approach to social issues
3. Identify and explain social theories related to prejudices and stereotypes
4. Gain an in-depth understanding of the type of research on prejudice for further research interest on similar area.

## Strategic Games

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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>2022/2023</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</b>
Hours	<b>30</b>
Course type	<b>Obligatory / Tutorial</b>
Academic year	<b>2022/2023</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>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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</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 cours 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>2022/2023</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 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>2022/2023</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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The course is being prepared.

## Terrorism and Other Security Threats

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

This course is primarily designed to assist students in a) deepening their knowledge of the history and development of terrorism and political extremism in the 20th and 21st century, as well as b) enhancing analytical skills, with a special focus on critical media literacy. We will study links between historical events (such as e.g. Munich attack in 1972) and current developments (incl. but not limited to the Middle East) as well as discuss case studies. As the modern terrorism is an occurrence strongly and inseparably related to the media (and often garners a disproportionately large amount of news coverage) we will also analyze examples of media content related to security threats. We will ponder the question how the media could contribute to counter-terrorism. In addition, we will take a look at the role of the Internet and social media in the broad context of security. Through this course, we will have much to debate and discuss.

## The Art of Presentation and Public Speaking

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## The Power of Civil Resistance

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Theory of 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is designed as an introduction to fundamental theories of international relations and regional integration, the acquaintance with which is indispensable to any IR student. It is devoted to main IR theories - realism, liberalism and globalism, and more modern theories of IR, such as constructivism, postmodernism, discourse theories, as well as theories of regional integration (neo-functionalism or liberal intergovernmentalism). The course will deal with general "classical" and canonical IR theories texts as well as with more concrete case studies. The students will be required to participate in class discussions, and pass an oral exam.

## Tools & Tech for 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 / Tutorial</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

Students work with tools allowing them to edit graphic materials, create ads and use the latest available tools, apps, to implement marketing actions on social media platforms. To develop real digital content for social media students' platforms so they further build a strong digital footprint for their desired careers as well as exercise skills of content creation based on client's brief. Objectives: Students will get familiar with the most cutting-edge software and hardware allowing them to effectively create content and manage the visibility of Brands on Social Media channels. Making students familiar with selected tools will result in best practices in the field. Completion of this course yields The KNOWLEDGE of •The high-tech solutions used in social media marketing •The tools used for smart project management •The tools useful in building brand and personal visibility across the InternetThe SKILLS of •Creating high-quality content for Social Media •Improving personal presence in live appearances •Preparing fast-routes for smooth content creation •Editing graphic materials with professional software •Editing videos and pictures using Smartphone Applications The SOCIAL COMPETENCIES of • Professional networking on Social Media platforms • Supporting peers' shared content with comments • Working in teams remotely • Respecting cultural differences in class communication and on Social Media platforms used.

## 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course will be dedicated to the contemporary phenomena of international development, international trade and international aid, which shape interactions among countries, regions and continents. In particular, the course will analyze the nuances of contemporary international development, mostly in its socio-economic form, and will examine trade and aid as components of international relations and cooperation. To a great extent, the analyses will focus on the Asian continent as the growth pole of the global economy, where trade and development activities extensively influence the rest of the world.

## UI & UX Design and Analysis

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

Participation Conscientiousness (thorough coverage); Course Relevance (pertinence to key concepts); Conciseness (fitting the time limit); and Creativity (imagination, insight). This course is intended to be fun and to give each student a chance to shine in some special area of interest. Please approach your assignments in that spirit by choosing a topic that you find particularly relevant, challenging, stimulating & entertaining.

## 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>Elective / Lecture with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The course is being prepared.

## Video & Visuals for Social Media Marketing

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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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

## VR, AR, MR - Applications, Opportunities and Risks

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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 / Lecture with Discussion</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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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>2022/2023</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.

## Web Analytics and User Experience

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

According to market trends, digital is where business happens. Therefore, digital presence of any brand is of high importance. As a future manager or business owner, you will need skills that will allow you to understand your online business data and ask the right questions. In addition, you need to be able to unfold how your digital presence supports your desired results, not only for financial but also for your customer's experience. This is where this course will help you succeed, thanks to the knowledge of web analytics and user experience.

## Working as a Foreign Correspondent

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</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: 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>2022/2023</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: In-Depth 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 / Tutorial</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### Course description:

The objective of this course is to teach students how to find stories, develop a reporting strategy, conduct research and interviews, choose an appropriate story form and write in-depth pieces for use in print and online media outlets. The emphasis will be on students writing their own stories. By the end of the course, students will plan, research, write and file two in-depth pieces -- a feature and profile -- and participate in several other projects involving teams of fellow students.

Students will become familiar with a variety of feature forms. They will monitor a variety of media and analyze examples of in-depth reporting by professional journalists and fellow students, as well as complete smaller writing assignments in class.



## Workshop: Investigative and Political 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 / Tutorial</b>
Academic year	<b>2022/2023</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: Lifestyle 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 / Tutorial</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</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>5</b>
Hours	<b>30</b>
Course type	<b>Elective / Tutorial</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

Multimedia content is one of the most important parts of modern journalism. It also redefining the way we gather knowledge and consume the information. During this workshop you'll learn the difference between platforms' audience and types of content, you'll learn the techniques of visual storytelling, media production process, formatting and pitching your ideas for multimedia content. You should also have a clear sense of how big and small publishers use multimedia content, how they monetize it and why it is needed. Components of the final grade: 45% - 100% attendance up to 15% - active participation during workshop up to 20% - final project (format pitch presentation) up to 20% - conversation (format pitch) Student needs 40% to complete the course: 2: up to 39% (fail) 3: 40-49% (close fail) 3.5: 50-59% (minimum pass) 4: 60-69% (meets the course criteria) 4.5: 70-79% (above expectations) 5: 80-89% (outstanding) 5.5: 90-100% (exceptional)

## Workshop: Opinion Writing

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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>2022/2023</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 opinion/commentaries writing. The course will make students familiar with the different forms of opinion writing, characteristics of this media activity and its importance in shaping readers' views. Participants in the class will be taught how to prepare the opinion article, how to write it and how to shape their own style. It especially means teaching them to collect facts from a variety of sources and evaluating them. Students will practice writing following the rules, paying special attention to the title, lead and structure of the article.

## Workshop: Press 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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

During this workshop students will learn how to prepare for and conduct press interviews. We will tackle specific research, question planning and interview strategies based on my long experience in printed and electronic media. They will analyze videos of best interviewers at the BBC and British and American newspapers as well as discuss advantages and downsides of several interview styles. They will learn how to deal with different interviewees, write up an attractive interview and sell the topic to their editors. The workshop will include a lot of practical tasks such as preparing questions and conducting short interviews. Students will be acquainted with all tricks of the trade as well as psychological approach of a good interviewer. Students will be taught how to avoid typical mistakes of the newbie.

## 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>Elective / Tutorial</b>
Academic year	<b>2022/2023</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 / Tutorial</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter/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

## 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 / Tutorial</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</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.

# World Economic History

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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>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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## Course description:

The objective of the course is to provide students with an overview of economic history as a key dimension of (human) historical development in general, regarding the provision of all kinds of physical and material resources needed to sustain human existence. The economy has always been inextricably linked with social and political organisation and development, and so must be taken into consideration for representations of any stage of human history. Many, if not most major historical developments cannot be properly understood without accounting for economic factors. This starts out from the (also) economic nature of people and their resulting activities to develop and improve their economic situation.

The course will discuss, in a widely chronological order, landmarks of economic development throughout history, with particular focus on the modern era. Among other things shall become visible how the world in its spatial and societal dimensions, which includes international relations, has developed as a result of economic history. This includes changes in inter-regional relations over the centuries.

While the principal perspective of the course is historical and empirical, some key approaches in economic theory and the emergence of economics as an academic field will be addressed, too, as they reflect the growing interest of scholars, entrepreneurs and politicians in the theoretical foundations of their actions and the

Indeed, the attitude towards economics has always been one major element of comprehensive ideologies such as liberalism, conservatism and socialism.

In its final part, the course will address the current state of the world economy and possible prospects.

## 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 with Discussion</b>
Academic year	<b>2022/2023</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 with Discussion</b>
Academic year	<b>2022/2023</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>2022/2023</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.

## YouTube & how to create video 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 / Tutorial</b>
Academic year	<b>2022/2023</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### Course description:

The course is being prepared.