

Subject card

Subject name and code	Fundamentals of applied psychology - work, organization and marketing, PG_00148636						
Field of study	Psychology						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	uniform Master's studies		Subject group		Obligatory subject group in the field of study Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		2.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Division of Economic Psychology and Organisational Psychology -> Institute of Psychology -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Anna Zawadzka				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	15		10.0		30.0	55
Subject objectives	Acquiring basic knowledge about work psychology.Learning the basics of organizational management psychology.Acquiring basic knowledge in psychology of marketing in organizations.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[PSYCHJ5_W11] He/she has organized knowledge of ethical principles and norms and professional ethics; he/she knows the legal, organizational, and ethical conditions of the performed professional activity.	Has structured knowledge of ethical principles and standards as well as professional ethics.	[SW4] test/exam - oral or written
	[PSYCHJ5_U01] He/she has in-depth skills of observing, searching, and processing information on social phenomena of various nature, using various sources and interpreting them from the point of view of psychological and health problems.	Has the ability to observe, search and process information on social phenomena in the field of organizational psychology.	[SU4] test/exam - oral or written
	[PSYCHJ5_U08] He/she is able to efficiently use selected theoretical approaches to analyse the undertaken practical activities.	Is able to efficiently use selected theoretical approaches to analyze the undertaken practical activities .	[SU4] test/exam - oral or written
	[PSYCHJ5_K06] He/she is responsible for his/her own preparation for work, decisions taken, actions taken and their effects, he/she feels responsible towards people for whom good he/she tries to act, he/she expresses such an attitude in the environment of specialists and indirectly models this approach among others.	Takes responsibility for own readiness for work.	[SK4] test/exam - oral or written
	[PSYCHJ5_K07] He/she is sensitive to social and psychological problems, he/she is ready to communicate and cooperate with the environment, including people who are not specialists in a given field, and to actively participate in groups and organizations implementing psychological activities.	Ready to communicate with the environment, including people who are not specialists in a given field	[SK1] oral statement/conversation/discussion
	[PSYCHJ5_U07] He/she has in-depth skills of observing, diagnosing, rationally assessing complex psychological situations and analysing motives and patterns of human behaviour.	Has the ability to observe and analyze motives and patterns of human behavior.	[SU1] oral statement/conversation/discussion
	[PSYCHJ5_W05] Has a structured and in-depth knowledge of the specialization of psychology, including terminology, theory, and methodology.	Has structured knowledge of the work and organizational psychology, including terminology and theory.	[SW4] test/exam - oral or written
	[PSYCHJ5_W07] He/she has in-depth knowledge of the specificity of social relations, social phenomena and the regularities that govern them from the point of view of psychology.	Has knowledge of the specificity of social relationships and social phenomena in the context of work and organizational psychology.	[SW4] test/exam - oral or written
	[PSYCHJ5_K02] He/she is ready to take on professional and personal challenges; he/she is active, takes the trouble and is persistent in undertaking individual and team professional activities in the field of psychology; he/she is committed to cooperation.	She/He is ready to take on professional and personal challenges.	[SK4] test/exam - oral or written

Subject contents	1. Development of work and organizational psychology as a science.2. Cultural changes in the meaning of work: work humanity and the consequences of breaking humanity in the organization. The concept of work and the importance of work. Values of different generations on the labor market. Work challenges in the context of cultural and socio-economic changes. Technology and changes in professions.3. Directions and approaches to organization and management (Scientific management, Administrative approach; Human relationships - theories of needs; Systems theory; Game theory; New wave; Positive psychology - Theory of self-determination in motivating employees, job-crafting, well-being at work)4. Organizational culture and organizational climate. The relationship between climate and culture and the way the organization operates. 5. Power psychological and social aspects of having power in an organization. Selected issues in leadership. Management styles. Emotional and rational approach in organizational leadership. Models of transactional, transformational and charismatic leadership.6. Processes in the organization teamwork, implementing changes, fairness and motivating employees.7. Consumption and consumption culture - challenges and threats.		
Prerequisites and co-requisites	no requirements.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		52.0%	100.0%
Recommended reading	Basic literature 1. Chirkowska-Smolak, T., Grobelny, J. (2015). <i>Człowiek na rynku pracy: wyzwania i zagrożenia</i>. Kraków: Wydawnictwo Libron. 2. Barry B. (2003). Wywieranie wpływu w organizacjach z perspektywy oczekiwań społecznych, W: A.Lee-Chai, Bargh J.A. (red.), <i>Władza. Pokusy i zagrożenia</i>. Gdańsk: Gdańskie Wydawnictwo Psychologiczne 3. Kasprzak E. (2017). Pozytywna organizacja i pozytywna praca. Nowe trendy w zarządzaniu ludźmi. <i>Zarządzanie Zasobami Ludzkimi</i>, 114, 13-24. 4. Rożnowski B., Fortuna P. (2020). <i>Psychologia biznesu</i>. Warszawa: Wydawnictwo Naukowe PWN		

	Supplementary literature	1. Ariely D. (2010). <i>Zalety irracjonalności. Korzyści z postępowania wbrew logice w domu i pracy</i>. (Część I. Zaskakująco sprzeczne z logiką postępowanie w pracy). Wrocław: Wydawnictwo Dolnośląskie2. Covey S.R. (2005). <i>Zasady skutecznego przywództwa</i>. Poznań: Rebis3. Hofstede G. (2000). <i>Kultury i organizacje</i>. Warszawa: Polskie Wydawnictwo Ekonomiczne 2. Ledeen M. A. (2006). <i>Machiavelli. Nowoczesne przywództwo</i>. Władza dawniej i dziś; jakie błędy popełniają wielcy tego świata. Gliwice: Wydawnictwo Helion 3. Godlewska-Werner D., Peplińska, A., Zawadzka A.M., Połomski, P. (2020). Work Motives in the Context of Generational Differences, Gender Differences, and Preferred Values, <i>Polish Psychological Bulletin</i>, 51 (2), 116-125. Doi: 10.24525/ppb.2020.133769 4. Szabowska-Walaszczyk A., Zawadzka A.M., Wojtaś M. (2011). Zaangażowanie w pracę i jego korelaty: adaptacja skali UWES autorstwa Schaufeliego i Bakker. <i>Psychologia Jakości Życia</i>, 10, (1), 57-74 5. Schneider, S. (2019). <i>Świadome maszyny</i>. Warszawa. Wydawnictwo Naukowe PWN 6. Zawadzka A.M. red. (2010). <i>Psychologia zarządzania w organizacji</i>. Warszawa: Wydawnictwo Naukowe PWN
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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