

Subject card

Subject name and code	UX Design, PG_00169853						
Field of study	Economics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		1.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Jacek Winiarski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	6.0	0.0	0.0	0.0	0.0	6
	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	6		2.0		17.0	25
Subject objectives	The aim of the lecture in the UX Design course is to present the theoretical foundations of user experience design. The lecture covers the history of UX development as a field, from the origins of ergonomics and usability research in the 1950s, through the evolution of human-computer interaction, to modern applications of UX in technology. Practical examples, such as the role of UX in the success of Apple products (e.g., the intuitiveness and simplicity of the iPhone interfaces), will be discussed, highlighting the importance of user-centered design across various industries. The lecture will also explore the influence of psychology and sociology on UX and examine future trends in the field						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	The student is able to apply theoretical knowledge in UX Design and to collect and analyse data related to user behaviour and the functioning of digital products, interpreting social and economic phenomena in the context of user experience design using basic analytical methods applied in economics, finance, and management sciences.	[SU4] test/exam - oral or written
	[EKONL3_U14] is able to set priorities and plan and organise the tasks involved in their implementation as well as monitor and evaluate progress accordingly	The student is able to plan and organize project work related to user interface design using selected tools (Figma, Canva, Photoshop), appropriately setting task priorities, monitoring progress, and evaluating the effectiveness of project implementation in line with UX industry standards.	[SU2] presentation/project/paper/report
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	The student is able to use design tools (Figma, Canva, Photoshop) in a creative and flexible way, adapting to changing project conditions. They take initiative in team activities, identify potential challenges in the design process, assess the risk of their occurrence, and propose solutions—demonstrating an entrepreneurial mindset.	[SK2] presentation/project/paper/report
	[EKONL3_K06] is willing to be guided in his professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his employer	The student demonstrates readiness to apply professional ethics and principles of social responsibility in the UX design process, taking into account the needs of various stakeholder groups, respect for user diversity, and loyalty to the values and goals of the organization for which the design is created.	[SK2] presentation/project/paper/report
	[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas	The student understands the importance of user experience (UX) design in the context of relationships between economic entities and social organizations operating in national, international, and intercultural environments. They are able to take these conditions into account when developing design solutions, analysing the needs of diverse user groups.	[SW4] test/exam - oral or written
	[EKONL3_K02] is aware of the level of knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life	The student is aware of the level of their knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life.	[SK2] presentation/project/paper/report
	[EKONL3_W02] has advanced knowledge of the different types of existing business entities and organisations and public institutions	The student is able to apply advanced knowledge of the structure and functioning of various types of business entities and public institutions in the context of user experience (UX) design, taking into account their specific needs, business goals, and market or organizational conditions.	[SW4] test/exam - oral or written
	[EKONL3_W01] has advanced knowledge of the nature of social sciences, their place in the system of sciences, knows the role of economic sciences in this system and uses universal economic terminology	The student demonstrates knowledge of the role of UX Design in the context of social and economic sciences, understands the importance of user experience in design and business processes, and uses basic economic and social terminology when analyzing and presenting UX projects.	[SW4] test/exam - oral or written

	Course outcome	Subject outcome	Method of verification
	[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	The student knows the types of economic and social ties and the principles governing them.	[SW4] test/exam - oral or written
Subject contents	• Introduction to UX Design • The History of UX Design Development • The Role of UX in Modern Technologies • The Basics of Psychology in UX Design • Contemporary Trends and Challenges in UX • UX and the Job Market Any doubts regarding the issues discussed can be clarified during the consultations.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	60.0%
		51.0%	40.0%
Recommended reading	Basic literature	Don Norman , <i>The Design of Everyday Things</i> , Basic Books, Nowy Jork, 2013. Jesse James Garrett , <i>The Elements of User Experience: User-Centered Design for the Web and Beyond</i> , New Riders, Berkeley, 2010. Kim Goodwin , <i>Designing for the Digital Age: How to Create Human-Centered Products and Services</i> , Wiley, Indianapolis, 2009.	
	Supplementary literature	Jeff Gothelf, Josh Seiden , <i>Lean UX: Designing Great Products with Agile Teams</i> , O'Reilly Media, Sebastopol, 2013.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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