

Subject card

Subject name and code	Journalistic Talent Management, PG_00184250						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group				
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Division of Theory, History and Language of Media -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Konrad Knoch				
	Teachers		dr hab. Konrad Knoch				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	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	30		0.0		0.0	30
Subject objectives	1. Familiarizing students with the concepts of talent and talent management 2. Presenting individual talent management concepts 3. Analyzing the achievements of the Gallup Organization 4. Demonstrating the importance of communication in talent management 5. Demonstrating the importance of diversity in management 6. Building a portrait of a turquoise journalist 7. Presenting tools for managing journalistic talent 8. Analyzing one's own talents and communication styles						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
			He has advanced knowledge of talent management in the context of the journalistic profession.		[SW1] oral statement/ conversation/discussion		
Subject contents	1. Definitions of Talent and Talent Management 2. Overview of Talent Management Concepts 3. Gallup Institute 4. Teal Management 5. Diversity Management 6. Communication in Management 7. Talent Management Tools 8. Completion and Analysis of Management Style and Communication Style Tests						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	The grade is awarded based on points obtained during the semester for independent work, student activity and attitude during classes, performance of assigned tasks, etc.	51.0%	100.0%
Recommended reading	Basic literature	1. Blikle A.J., Doktryna Jakości, wyd.II, Warszawa 2018. 2. Ingram T., Zarządzanie talentami i pracownikami w dojrzałym wieku w kontekście wpływu na wyniki przedsiębiorstwa, Katowice 2016.	
	Supplementary literature	1. Besta T., Kosakowska-Berezecka N.,Między grupami. Przewodnik po relacjach z ludźmi, którzy się od nas różnią, Sopot 2017. 2. Kociatkiewicz J., Kostera M., Zarządzanie humanistyczne. Zarys programu., "Problemy Zarządzania", 2013, vol.11, nr 4(44), s.9-19. 3. Koncepcje zarządzania. Podręcznik akademicki, red. M. Czerska, A.A. Szpitter, Warszawa 2010. 4. Kozak E., Komunikacja werbalna i niewerbalna w porozumiewaniu się międzykulturowym, "Kultura i edukacja", 2005, nr 4, s.52-58. 5. Laloux P, Pracować inaczej, Warszawa 2015. 6. Pankiewicz M., Style komunikacji preferencje wartości uczniów zdolnych, "Stuia z psychologii w KUL", 2007, t.14, s.39-56.	
	eResources addresses	Basic https://moznainaczej.com.pl/ - The website includes a book and information on innovations in management Supplementary https://bazhum.muzhp.pl/media/texts/kultura-i-edukacja/2005-numer-4/kultura_i_edukacja-r2005-t-n4-s52-58.pdf - Following this link is the article from item number 4 on the supplementary reading list. https://bazhum.muzhp.pl/media/texts/problemy-zarzadzania/2013-tom-11-numer-4/problemy_zarzadzania-r2013-t11-n4-s9-19.pdf - Following this link is the article from item number 2 on the supplementary reading list.	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

Document generated electronically. Does not require a seal or signature.