University of Gdańsk

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

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>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.</td><td>51.0%</td><td>100.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>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.</td></tr>
<tr><td>Supplementary literature</td><td>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.</td></tr>
<tr><td>eResources addresses</td><td>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.</td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2"></td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
</table>

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