University of Gdańsk

Subject card

Subject name and code	Business Psychology, PG_00199658		
Field of study	International Economic Relations		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	Polish
Semester of study	4	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	mgr Paweł Smoliński	
	Teachers		

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	15.0	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	20.0	50

Subject objectives	The aim of this course is to introduce students to key theories and research at the intersection of psychology and economics, focusing on the psychological mechanisms influencing economic decision-making. Students will learn to analyze decision-making processes, behavioral irrationality, and the impact of emotional and social factors on financial choices, drawing on insights from behavioral economics and decision psychology.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGMU2_U02] can observe, evaluate and critically analyse the causes and course of processes and phenomena taking place in the open economy; can formulate his/her own opinions on the subject, interpret statistical data and economic indicators necessary in this respect, and also forecast economic processes and phenomena using advanced methods and tools applied in economic sciences	Demonstrates the ability to observe, evaluate, and critically analyze the causes and dynamics of processes and phenomena in an open economy. Can formulate independent opinions, interpret statistical data and economic indicators, and forecast economic changes using advanced methods and tools applied in economic sciences.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[MSGMU2_U05] can apply the rules and standards of business activity in order to solve complex and atypical problems arising from international economic cooperation	Is capable of applying rules and standards related to business operations to effectively address complex and unconventional challenges arising in the context of international economic cooperation.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[MSGMU2_K06] is ready to independently identify, diagnose and responsibly resolve dilemmas and alternative solutions related to his/her profession and the development of professional achievements	Is equipped to independently identify and analyze professional dilemmas and responsibly make decisions regarding optimal solutions that support career growth and the development of professional achievements.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[MSGMU2_U06] can identify types of risks related to international operations of enterprises and correctly determine their consequences and methods of mitigation, with a skilful application of theory, using appropriate research method	Is capable of identifying various types of risks associated with the international operations of enterprises, accurately assessing their potential consequences, and proposing effective risk mitigation strategies. This is achieved through the application of relevant theories and appropriately selected research methods.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[MSGMU2_K05] is ready to initiate actions in the public interest, inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development and the resulting legal, economic, ecological, political and social requirements	Is prepared to undertake initiatives that support the public interest, inspire and organize activities and projects aimed at the environment and the international business context, in alignment with the principles of sustainable development and the associated legal, economic, environmental, political, and social requirements.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[MSGMU2_W14] has an in-depth knowledge of the human being as an individual making economic decisions, acting in social structures and organisational units, in particular in enterprises operating on the international market	Has in-depth knowledge of humans as decision-makers in economic contexts, operating within social and organizational structures, with a particular focus on enterprises functioning in international markets.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[MSGMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	Is prepared to think and act entrepreneurially, demonstrates adaptability to changing circumstances, embraces creative challenges, develops resilience to setbacks, assesses risks, and identifies effective strategies to mitigate their impact.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[MSGMU2_W06] knows and understands the various dilemmas related to globalisation and the formation of contemporary international economic relations	Understands the fundamental challenges and dilemmas arising from globalization and their impact on shaping contemporary international economic relations.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[MSGMU2_W02] has an in-depth knowledge and understanding of theory in the field of international economics, international economic relations and complementary disciplines	Has an advanced understanding of terminology in the fields of international economics, international economic relations, and complementary disciplines.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

Course outcome	Subject outcome	Method of verification
[MSGMU2_W07] has a knowledge of selected (legal, organisational, ethical) rules and norms conditioning the functioning of economic structures and institutions on the international market; understands the regularities governing them, changes occurring in them and their sources, and their impact on the functioning of economic entities	Has in-depth knowledge of the rules and norms (legal, organizational, ethical) governing the functioning of economic structures and institutions in the international market. Understands the principles behind them, the changes occurring within them, their causes, and their impact on the operations of economic entities.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[MSGMU2_K01] is ready to recognise the importance of knowledge of economics in the process of identifying and solving problems in the area of international economic relations and to consult experts in case of difficulties in solving them independently	Is prepared to recognize the importance of economic knowledge in identifying and addressing issues within international economic relations and to seek expert opinions and consultation with the instructor when facing challenges that cannot be resolved independently.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[MSGMU2_U12] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	Is capable of managing a team and effectively collaborating and working within a group, especially in an international setting, assuming a leadership role.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[MSGMU2_U11] independently formulates and tests hypotheses related to simple research problems, appropriately selects and applies methods and tools, including statistical tools and data acquisition techniques in order to verify hypotheses and diagnose economic processes, and on this basis to take appropriate economic decisions	The student is able to prepare and carry out a project concerning psychological determinants of business decisions and behaviour, using appropriately selected analytical methods and tools.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[MSGMU2_U03] can identify and analyse relations between business entities and institutions in their national and international environment	Is capable of identifying and analyzing the relationships between economic entities and institutions within their domestic and international environments.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written

Subject contents	**Lecture 1: Introduction to Business Psychology and Behavioral Finance (2 hours)** • Business psychology, behavioral economics, and behavioral finance – scope and interrelations. • Economic rationality versus the actual behavior of consumers and investors. • The role of psychological factors in economic and financial decision-making. **Lecture 2: Psychology of Decision-Making and Behavioral Economics (2 hours)** • Decision-making mechanisms: bounded rationality, heuristics, and cognitive biases. • Anchoring, availability, representativeness, and overconfidence biases. • Prospect Theory by Kahneman and Tversky and its application to financial decisions. **Lecture 3: Behavioral Finance and Investor Behavior (2 hours)** • Psychological determinants of investment decisions. • Loss aversion, the disposition effect, overconfidence, and herd behavior. • The impact of cognitive biases on saving, investing, and capital allocation decisions. **Lecture 4: Consumer Behavior and Financial Decision-Making (2 hours)** • Mental accounting and the perception of money. • Time preferences, hyperbolic discounting, and self-control problems. • Psychological determinants of consumption, saving, borrowing, and debt decisions. **Lecture 5: Psychology of Risk and Uncertainty in Finance (2 hours)** • Perception of risk and uncertainty in financial decision-making. • The influence of emotions, experience, and information framing on risk assessment. • Investment and business decision-making under conditions of uncertainty. **Lecture 6: Emotions, Sentiment, and Behavior in Financial Markets (2 hours)** • The role of emotions in economic and investment decision-making. • Fear, greed, euphoria, and panic as factors affecting market behavior. • Herd behavior, speculative bubbles, and investor reactions to market information. **Lecture 7: Applications of Behavioral Economics and Behavioral Finance in Business (3 hours)**

	• Choice architecture, framing, and nudging in economic and financial decisions. • Applications of behavioral insights in marketing, investing, financial management, and economic policy. • Case studies of cognitive biases and behavioral patterns among financial market participants.
Prerequisites and co-requisites	No

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Project	51.0%	40.0%
Examination	51.0%	5.0%
Active participation in discussions	0.0%	15.0%
Individual presentation to the group on an agreed topic	51.0%	40.0%

Recommended reading

Basic literature	1. Kożusznik B., 2005, Kierowanie zespołem pracowniczym, PWE Warszawa 2. Trelak J., 2004, Psychologia organizacji i zarządzania, Difin Warszawa 3. Steciwko A., Mastalerz Migas A., (red.), 2012, Stres oraz wypalenie zawodowe, Urabn&Partner 4. Stewart D., 2002, Praktyka kierowania; jak kierować sobą, innymi i firmą, PWE, Warszawa 5. Morreale S.P., Spitzberg B.H., Barge J.K., 2007, Komunikowanie między ludźmi, PWN, Warszawa
Supplementary literature	1. Nęcki Z., Komunikacja międzyludzka, 2000, Wyd. Profesjonalnej Szkoły Biznesu, Kraków 2. Cialdini R., 2001, Wywieranie wpływu na ludzi. Teoria i praktyka, GWP, Gdańsk 3. Jachnis A., 2008, Psychologia organizacji, Difin, Warszawa
eResources addresses	

Example issues/ example questions/ tasks being completed	1. Explain how Kahneman and Tversky's Prospect Theory accounts for irrational economic decisions. Provide an example of how this theory can be applied in business practice. 2. Describe how a leader's emotional intelligence impacts team effectiveness in an international organization. Provide an example of psychological tools used to develop this competency. 3. Propose a strategy for managing a multicultural team, considering cultural differences and psychological aspects of collaboration. What challenges might arise in such an environment, and how would you address them.
Work placement	Not applicable

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