University of Gdańsk

Subject card

Subject name and code	Social Psychology, PG_00201583						
Field of study	Economics						
Date of commencement of studies	October 2026		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	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							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Bożena Kłusek-Wojciszke				
	Teachers						
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		4.0		16.0	50
Subject objectives	The aim of the course is to familiarize students with issues from social psychology focusing on the issue of exerting social influence. In other words, allowing them to answer the question: how does what one person does, thinks and feels affect what another person does, thinks and feels?						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	The student is able to analyze psychological mechanisms influencing individual and group decision-making in the context of socio-economic projects, taking into account legal, economic, ecological, political, and social conditions.	[SK4] test/exam - oral or written
	[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 understands the psychological mechanisms that influence individual and group behavior in the context of professional work and is able to relate them to the principles of ethics and corporate social responsibility. They demonstrate an attitude of respect towards others, can identify situations that require loyalty and integrity toward the employer, and are prepared to make decisions aligned with the principles of social responsibility.	[SK4] 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 possesses structured knowledge of social psychology as a discipline within the social sciences, understands its place within the system of sciences, and can identify links between social psychology and economics. They use basic terminology from both fields to analyze individual and group behavior in social and economic contexts.	[SW4] test/exam - oral or written
	[EKONL3_W08] has an advanced knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	The student understands the social and psychological mechanisms involved in changes occurring within economic organizations and social institutions. They are familiar with the causes, course, and consequences of these changes and can identify the role of both internal and external stakeholders in organizational adaptation and transformation processes.	[SW4] test/exam - oral or written
	[EKONL3_W05] has a knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	The student has in-depth knowledge of the psychological mechanisms underlying individual functioning within social structures. They understand how social factors influence human behavior, decisions, and attitudes —including economic choices made in social and professional contexts.	[SW4] test/exam - oral or written
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	The student is able to work effectively in a team, understanding the psychological mechanisms of group functioning and the dynamics of social roles. They demonstrate the ability to adapt to various team roles, including in intercultural contexts, and can support effective communication and cooperation within a group.	[SU4] test/exam - oral or written
	[EKONL3_W03] knows the relations between economic agents and social organisations operating in the national, international and intercultural arenas	The student has advanced knowledge of the psychological determinants of relationships between economic entities and social organizations operating in national, international, and intercultural contexts.	[SW4] test/exam - oral or written

Course outcome	Subject outcome	Method of verification
[EKONL3_W07] has an advanced knowledge of the economic and financial principles of the functioning and management of economic entities and organisations as well as the legal, organisational, moral and ethical norms and rules governing the functioning of public institutions	The student understands the psychological aspects of functioning and managing organizations, including the influence of legal, organizational, moral, and ethical norms on the behavior of individuals and groups in public and economic institutions.	[SW4] test/exam - oral or written
[EKONL3_U12] can independently plan and implement own lifelong learning	The student is able to independently identify their developmental needs in the field of social psychology and to plan and carry out self-directed learning aimed at improving social and professional competencies.	[SU4] test/exam - oral or written
[EKONL3_U15] is able to independently supplement and improve his acquired knowledge and skills in the field of economics, is open to new concepts and solutions, and demonstrates a willingness to engage in lifelong learning and to cooperate and exchange knowledge with other participants in the learning process.	The student is able to independently broaden their knowledge of social psychology and develop social skills relevant to professional practice. They demonstrate openness to new psychological concepts and techniques and actively engage in the learning process, participating in the exchange of knowledge and experiences with other students.	[SU4] test/exam - oral or written

Subject contents

1. Social psychology as a science. Definition and scope of social psychology; specificity of the field (individualism, methodological positivism, constant growth of scope); basic types of research methods; main rules and examples of applications.

2. Mechanisms of social influence and main techniques of social manipulation. Engagement in action; the rule of reciprocity, the rule of unavailability, the rule of social proof of validity, the rule of authority; liking (maximizing one's own attractiveness).

3. Stereotypes and prejudices. Origin of stereotypes and prejudices; theories of accentuation and social identity; influence on the perception of people; cognitive, emotional and social functions of stereotypes.

4. Perception of people and their behaviour. Determinants of human interpretation and behaviour; basic idea of attribution theory; actor-observer difference and its explanations; implicit personality theories.

5. Judging others. The role of descriptive information content (morality and justice); influence of schemas on evaluation.

6. Interpersonal attractiveness. Theories of interpersonal attractiveness; determinants of attractiveness: appearance (innate and cultural determinants of physical attractiveness), advantages, similarity, favours, compliments, cooperation; mechanisms of the impact of attractiveness: the rule of association and the phenomenon of basking in someone else's glory.

7. Prosocial behaviour. Main theories of prosociality: sociobiological concepts, decision-making model, arousal concepts; basic determinants of prosociality.

8. Aggression theories - determinants and control. Theory of aggression as instincts and its limitations; frustration hypothesis - aggression its limitations and evolution; theory of social learning of aggression and modeling; empirical validity of aggression theory in the light of contemporary research; basic determinants of aggression.

9. Social groups. Group structure; group goals and norms; group interactions and communication; task oriented group functioning; groupthink syndrome.

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%	100.0%

Recommended reading	Basic literature	1. Wojciszke B. Psychologia społeczna, Wydawnictwo Naukowe Scholar, Warszawa 2011. 2. Doliński D, Grzyb T. Sto technik wpływu społecznego, Smak Słowa, Sopot, 2022. 3. Cialdini, R. B. Wywieranie Wpływu na ludzi. Teoria i Praktyka, Gdańskie Wydawnictwo Psychologiczne, Gdańsk 2009.
	Supplementary literature	1. Stephan, W. G. i Stephan C. W. (1999) Wywieranie Wpływu Przez Grupy. Psychologia Relacji. Gdańsk: Gdańskie Wydawnictwo Psychologiczne. 2. Zimbardo P.G, R. J. Gerring, Psychologia i życie, Wydawnictwo Naukowe PWN, Warszawa 2022. 3. Crips R.J, Turner R.N. Psychologia społeczna, Wydawnictwo Naukowe PWN, Warszawa 2023.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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