University of Gdańsk

Subject card

Subject name and code	Economics and Management (Lecture), PG_00206492						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		1.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Division of Social and Cultural Communication -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Małgorzata Łosiewicz, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		0.0		10.0	25
Subject objectives	The aim of the classes is to introduce students to the basic concepts of micro and macroeconomic theory as well as organization and management. The fundamentals of market functioning and market entities will be presented, and the mechanisms of the national economy and its main problems will be discussed. Students will become acquainted with the most important schools (directions) of management, as well as with the basic functions of management: planning, organizing, directing people, and control in enterprises.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[DZiKSL3_W04] He/she has advanced knowledge of the goals, organization, and functioning of enterprises as well as media and cultural institutions, and of the fundamental principles of creating and developing various forms of entrepreneurship in the field of media and social communication.	He/She has knowledge in the field of decision-making in the enterprise. K_DW04	[SW1] oral statement/ conversation/discussion
[DZiKSL3_U03] He/she correctly uses normative systems (e.g. media, legal, professional, ethical) in order to solve tasks and problems in the field of scientific discipline appropriate for the field of study and profession.	He/She can analyze the causes and course of economic processes and phenomena. K_DU3	[SU1] oral statement/conversation/ discussion
[DZiKSL3_U10] He/she is able to undertake autonomous actions aimed at developing abilities and managing his/her own career.	He/She can identify the goals and functions of management. K_DU3, K_DU10	[SU1] oral statement/conversation/ discussion
[DZiKSL3_W03] He/she knows the economic, legal and other conditions of media activity, and also has advanced knowledge of the normative acts regulating the functioning of the media system, including the principles of industrial property protection and copyright. He/she defines phenomena correctly, understanding their causes.	He/She has knowledge about the laws and interdependencies present in the economy. K_DW03 He/She has knowledge of the basic management functions (leading, motivating, planning, and controlling). K_DW04	[SW4] test/exam - oral or written
[DZiKSL3_K02] He/she uses the acquired knowledge to solve cognitive and practical problems. He/she is ready to consult experts in case of difficulties in solving the problem on his/her own.	He/She can establish proper relationships with supervisors. K_DK02	[SK4] test/exam - oral or written

Subject contents

1. Economics - Introduction2. Demand, Supply, and the Market3. Fundamentals of Consumer and Producer Decisions4. Creation and Distribution of National Income in a Market Economy5. Labor Market6. Inflation7. Budget and Fiscal Policy8. Economic Growth and Development9. The Essence of Management and Its Evolution10. Planning in Organizations11. Decision-Making Processes in Enterprises12. Organizational Structure of a Company13. Motivating Employees14. Controlling in Organizations15. Directing in Organizations

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Active participation in classes and proper mastery of the required substantive material.	51.0%	100.0%

Recommended reading	Basic literature	Gromek, P.,&Difin Wydawca.(2025). *New Crisis Management in Poland. First edition. Warsaw.Difin* Ammous, S. et.al. (2024) *Principles of Economics;* Translated by Witold Falkowski. First edition. Wrocław: Freedom Publishing Czarny, E., & Folfas, P. (2021). Microeconomics / Elżbieta Czarny, Paweł Folfas. (1st Edition). SGH Publishing House. Gasz, M., & Politaj, A. (2022). Economics: Selected Issues / edited by Małgorzata Gasz and Adriana Politaj. University of Economics in Wrocław Publishing House. Kowalski, T. (2013). Management in Media / Tadeusz Kowalski. (2nd Edition, updated and expanded). Wolters Kluwer.
	Supplementary literature	Schein, E. H., Schein, P. A., & Zagórska, P. (2019). The Power of Relationships in Management: The Difficult Art of Being a Humble Leader / Edgar H. Schein, Peter A. Schein; translated by Paulina Zagórska. (1st Edition). PWN. Łuczyszyn, A. (2023). Introduction to Economics / Andrzej Łuczyszyn. (1st Edition). CeDeWu. Murawska, M. (2023). Managing Organizations in Crisis Situations / scientific editor Monika Murawska. (First Edition). Difin. Pocztowski, A., Rakowska, A., & Sitko-Lutek, A. (2021). Human Resource Management in Poland: Evolution and Contemporary Issues / scientific editors Aleksy Pocztowski, Anna Rakowska, Agnieszka Sitko-Lutek. Wolters Kluwer.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Topics concerning areas:Demand, Supply, and the Market; Consumer and Producer Decisions; Creation and Distribution of National Income in a Market Economy; Labor Market; Inflation; Budget and Fiscal Policy; Economic Growth and Development; The Essence of Management and Its Evolution; Planning in Organizations; Decision-Making Processes in Enterprises; Organizational Structure of a Company; Motivating Employees; Controlling in Organizations; Directing in Organizations.	
Work placement	Not applicable	

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