

## 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 2027                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                          | Academic year of realisation of subject |                                     | 2027/2028                                      |            |     |
| 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_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            |
|                                 | [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<br><br>He/She has knowledge of the basic management functions (leading, motivating, planning, and controlling). K_DW04 | [SW4] test/exam - oral or written            |
|                                 | [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_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 |
| Subject contents                | <p>1. Economics - Introduction<br/>2. Demand, Supply, and the Market<br/>3. Fundamentals of Consumer and Producer Decisions<br/>4. Creation and Distribution of National Income in a Market Economy<br/>5. Labor Market<br/>6. Inflation<br/>7. Budget and Fiscal Policy<br/>8. Economic Growth and Development<br/>9. The Essence of Management and Its Evolution<br/>10. Planning in Organizations<br/>11. Decision-Making Processes in Enterprises<br/>12. Organizational Structure of a Company<br/>13. Motivating Employees<br/>14. Controlling in Organizations<br/>15. Directing in Organizations</p> |                                                                                                                                                                                                                 |                                              |
| 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%                                       |

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|----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Recommended reading                                            | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <p>Gromek, P., &amp; Difin Wydawca. (2025). <i>New Crisis Management in Poland. First edition. Warsaw. Difin</i></p> <p>Ammous, S. et.al. (2024) <i>Principles of Economics</i>; Translated by Witold Falkowski. First edition. Wrocław: Freedom Publishing</p> <p>Czarny, E., &amp; Folfas, P. (2021). <i>Microeconomics</i> / Elżbieta Czarny, Paweł Folfas. (1st Edition). SGH Publishing House.</p> <p>Gasz, M., &amp; Politaj, A. (2022). <i>Economics: Selected Issues</i> / edited by Małgorzata Gasz and Adriana Politaj. University of Economics in Wrocław Publishing House.</p> <p>Kowalski, T. (2013). <i>Management in Media</i> / Tadeusz Kowalski. (2nd Edition, updated and expanded). Wolters Kluwer.</p>                               |
|                                                                | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p>Schein, E. H., Schein, P. A., &amp; Zagórska, P. (2019). <i>The Power of Relationships in Management: The Difficult Art of Being a Humble Leader</i> / Edgar H. Schein, Peter A. Schein; translated by Paulina Zagórska. (1st Edition). PWN.</p> <p>Łuczyszyn, A. (2023). <i>Introduction to Economics</i> / Andrzej Łuczyszyn. (1st Edition). CeDeWu.</p> <p>Murawska, M. (2023). <i>Managing Organizations in Crisis Situations</i> / scientific editor Monika Murawska. (First Edition). Difin.</p> <p>Pocztowski, A., Rakowska, A., &amp; Sitko-Lutek, A. (2021). <i>Human Resource Management in Poland: Evolution and Contemporary Issues</i> / scientific editors Aleksy Pocztowski, Anna Rakowska, Agnieszka Sitko-Lutek. Wolters Kluwer.</p> |
|                                                                | eResources addresses                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Example issues/<br>example questions/<br>tasks being completed | <p>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.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Work placement                                                 | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

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