



**Akademia
Humanistyczno
Ekonomiczna
w Łodzi**

2026-2027

ACADEMIC OFFER

POLITICAL SCIENCE



POLITICAL SCIENCE

Language: **English**

Spring **2026-2027**

Political Science Bachelor

1ST YEAR / 2ND SEMESTER

[Monographic Lecture 2A](#)

lecture

[Monographic Lecture 2B](#)

lecture

[The Study of Politics](#)

lecture

[The Study of Politics](#)

exercises

[The Political System of the Republic of Poland](#)

lecture

[The Political System of the Republic of Poland](#)

exercises

[Political and Economic Geography](#)

lecture

[Political and Economic Geography](#)

project

[Contemporary Political History of the World](#)

lecture

[History of Poland in the 20th and 21st Centuries](#)

lecture

[Communication and Relations Building](#)

workshops

[ZDW: Intellectual Property Protection](#)

exercises

POLITICAL SCIENCE

Language: **English**

Spring **2026-2027**

Political Science Bachelor

3RD YEAR / 6TH SEMESTER

[Monographic Lecture 6A](#)

lecture

[Monographic Lecture 6B](#)

lecture

[Social and economic policy](#)

exercises

[Rhetoric and eristic](#)

project

[Organization and management](#)

project

[International Business](#)

lecture

[International Business](#)

project

[Theory of International Division of Labor](#)

lecture

[Theory of International Division of Labor](#)

project

[E-election Campaign](#)

lecture

[E-election Campaign](#)

project

[Election e-marketing / Media Relations and tasks of a press spokesman](#)

lecture

[Election e-marketing / Media Relations and tasks of a press spokesman](#)

project

Monographic Lecture 2A

lecture

4 ECTS

Teaching methods

conversational lecture / didactic discussion

Method of verifying education

exam

OBJECTIVES

Providing students with knowledge about the essence and principles of crisis management; Developing the ability to analyze assumptions, premises, and objectives, as well as to implement solutions in the field of crisis management; Preparing students for the independent assessment of the necessity and possibilities of integrating crisis management activities.

COURSE CONTENT

- Crisis and crisis situations.
- Types of crisis threats – natural, anthropogenic, and technical hazards.
- Theory of crisis management. Crisis management in Poland – legal regulations. Structure of the crisis management system in Poland. Tasks and competencies of public authorities, as well as state institutions and organizations in the field of crisis management.
- States of emergency vs. crisis situations.
- Response in crisis situations.
- The role of public administration in crisis management. The role of the National Firefighting and Rescue System (KSRG) and uniformed services in crisis management.
- The crisis management process – its importance, scope, and tasks. Crisis response procedures. Tasks and responsibilities of participants in the crisis management system.
- Critical infrastructure and its protection.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Has knowledge of various types of social and political structures, organizations, and institutions responsible for public safety, as well as the relationships between them at local, regional, national, and international levels.
- Has knowledge of legal and organizational norms and rules that determine the functioning of public and social institutions responsible for public safety in crisis situations, as well as the sources and nature of crises.
- Has knowledge of processes of change in political structures and institutions that lead to increasing threats to security, including crisis phenomena, as well as their causes, course, scale, and consequences.

In terms of skills:

- Is able to properly analyze the causes and course of specific crisis processes and phenomena in social, political, legal, and economic dimensions, from the perspective of the stability of political life.
- Has the ability to understand, analyze, and interpret crisis phenomena and crisis management activities in the sphere of public life.

In terms of social competencies

- Understands and demonstrates, through their attitude, the need for continuous learning and development, as well as ongoing improvement of their skills and competencies in the field of crisis management.
- Is aware of the need to supplement and enhance their knowledge in crisis management in response to the increasing threats of natural and anthropogenic origin.

Monographic Lecture 2B

lecture

2 ECTS

Teaching methods

conversational lecture / didactic discussion

Method of verifying education

exam

OBJECTIVES

The aim of the course is to present the importance of historical policy in shaping political beliefs and attitudes in the countries of Eastern Europe. Additionally, the theoretical foundations of historical policy will be discussed.

COURSE CONTENT

- Historical policy in theoretical perspective.
- Political history vs. historical policy – selected issues.
- Historical policy of Belarus.
- Historical policy of Russia.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Has structured knowledge of the most important historical events.
- Knows the types of social bonds functioning in the sphere of socio-political life that are of interest to the field of study.
- Has knowledge of the processes of change in political structures and institutions, their elements, as well as the causes, course, scale, and consequences of these changes.

In terms of skills:

- Correctly describes, interprets, and evaluates ongoing social phenomena (political, legal, economic), both at the local and international levels.
- Uses theoretical knowledge and is able to obtain data necessary for analyzing specific social processes and phenomena (political, legal, economic) in line with the field of study.
- Is able to properly analyze the causes and course of specific social processes and phenomena (political, legal, economic) from the perspective of political life.

In terms of social competencies

- Understands and demonstrates, through their attitude, the need for continuous learning and development, as well as ongoing improvement of their own skills and competencies; inspires and organizes the learning process of others.
- Respects different points of view resulting from diverse political, cultural, and social backgrounds.

The Study of Politics

lecture

3 ECTS

Teaching methods

conversational lecture / didactic discussion

Method of verifying education

exam / activity during classes

OBJECTIVES

Introduction to issues in the field of politics; Familiarization of students with basic concepts and problems in political science; Presentation of the relationship between political power and society; Explanation of factors determining political processes; Introduction to fundamental elements of political theory and their application in research activities; Establishment of a foundation for students to acquire further subject knowledge

COURSE CONTENT

- The place of political science among the social sciences
- Politics – concept and scope of meaning
- Political power and its legitimization – historical and contemporary perspectives
- The category of interest – essence and significance for explaining political actions and decisions
- Ideology, doctrine, program – scope and functions
- Political agency and participation in political life – conditions and forms of political participation
- Political system – types and components
- Democracy and parliamentarism
- Political parties and political groups – functions, significance, and party systems
- Political culture – definitions and conceptual scope

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Knows the subject matter and functions of political science
- Knows the basic terminology of political science and understands the mechanisms of exercising power, making, and implementing political decisions
- Possesses knowledge of the structures, organizations, and institutions that form part of the political system, understands the relationships between them, and comprehends the principles of political system functioning

In terms of skills:

- Can evaluate events occurring in the political arena
- Analyzes political phenomena and presents the results of conducted analyses
- Can examine the course of political processes and explain the causes of events in the political sphere

In terms of social competencies

- Appreciates the importance of acquired knowledge and skills for engaging in public and professional activities.

The Study of Politics

exercises

2 ECTS

Teaching methods

conversational lecture / didactic discussion

Method of verifying education

assignments / activity during classes

OBJECTIVES

Introduction to issues in the field of politics; Familiarization of students with basic concepts and problems in political science; Presentation of the relationship between political power and society; Explanation of factors determining political processes; Introduction to fundamental elements of political theory and their application in research activities; Establishment of a foundation for students to acquire further subject knowledge

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Political System of the Republic of Poland

lecture

2 ECTS

Teaching methods

conversational lecture / didactic discussion

Method of verifying education

exam / activity during classes

OBJECTIVES

Understanding the role of organizations, political institutions, and procedures in the exercise of power; Gaining the ability to comprehend the role of constitutional institutions in the context of constitutional regulations and governance traditions; Awareness of the connections between the origins and the contemporary form of the political system; Developing the ability to analyze the political system; Encouraging independent deepening of knowledge and skills regarding the political system of the Republic of Poland.

COURSE CONTENT

- Basic concepts related to the political system.
- Legal order of the Third Republic of Poland.
- Building a rule-of-law state and a pluralistic parliamentary democracy.
- Constitutional and political mechanisms of power in Poland: norms and principles, institutions, mechanisms, and procedures.
- Constitutional foundations of individual rights and status.
- System for the formation of state authorities and the constitutional role of the highest state bodies.
- Political and constitutional mechanisms of checks and balances.
- Functions of state authorities – principles of their organization and operation.
- Judicial power and principles of the administration of justice.
- Oversight and accountability of public authorities.
- Party system of the Republic of Poland and its transformations.
- Law-making process in Poland and legal protection institutions.
- Protection of constitutionality and legality.
- Institutions controlling compliance with the law.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Lists and names the principles of a democratic system.
- Classifies the institutions of power in the Republic of Poland.
- Describes and identifies the main stages in the evolution of the political system of the Republic of Poland.

In terms of skills:

- Analyzes the causes and effects of social and political events and processes in the Republic of Poland.
- Categorizes the types of party systems in the Republic of Poland in the 20th and 21st centuries.
- Analyzes the role of parties, interest groups, and social movements within the political system of the Republic of Poland.

In terms of social competencies

- Assesses the constitutional position of the main actors in the political system of the Republic of Poland.
- Expresses judgments regarding the significance of the major political parties in the Republic of Poland.

Political System of the Republic of Poland

exercises

2 ECTS

Teaching methods

conversational lecture / didactic discussion

Method of verifying education

assignments / activity during classes

OBJECTIVES

Understanding the role of organizations, political institutions, and procedures in the exercise of power; Gaining the ability to comprehend the role of constitutional institutions in the context of constitutional regulations and governance traditions; Awareness of the connections between the origins and the contemporary form of the political system; Developing the ability to analyze the political system; Encouraging independent deepening of knowledge and skills regarding the political system of the Republic of Poland.

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- Categorizes the types of party systems in the Republic of Poland in the 20th and 21st centuries.
- Analyzes the role of parties, interest groups, and social movements within the political system of the Republic of Poland.

In terms of social competencies

- Assesses the constitutional position of the main actors in the political system of the Republic of Poland.
- Expresses judgments regarding the significance of the major political parties in the Republic of Poland.

Political and Economical Geography

lecture

1 ECTS

Teaching methods

conversational lecture / didactic discussion

Method of verifying education

assignments / activity during classes

OBJECTIVES

Introduction to the essence, scope, and content of political geography in the 20th and 21st centuries.; Presentation of the main issues in political and economic geography of the world.; Understanding the nature of contemporary challenges, threats, and opportunities arising from the globalization of economic and political life; Understanding the complex economic and political structure of the modern world; Developing skills in using diverse sources of information and knowledge, including geographical data.

COURSE CONTENT

- Subject and position of political and economic geography within the system of social sciences.
- State territory – concept, categories, and components; independent and dependent states; classification of geopolitical units.
- State borders – concept, categories, stability and variability issues; state jurisdiction over waters, seabeds, airspace, and outer space.
- Shaping geographical space; physiographic aspects and determinants of contemporary political space.
- International organizations in the global political system.
- Industry and agriculture in the modern global economy – spatial perspective; resource barriers to global development.
- National, international, and global transport connections; transport networks; transport as a prerequisite for the development of the world economy.
- Population as a driving force, challenge, and barrier to socio-economic development; population issues as a challenge for political and economic geography.
- Sustainable development in contemporary political and economic geography.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Defines and describes the essence, nature, and place of political and economic geography within the system of political sciences, highlighting the interdependencies between geography and political science, thereby demonstrating understanding of the interdisciplinary character of political studies.
- Classifies various types of political structures, organizations, and institutions operating at regional and global levels, including spatial dimensions, and identifies the relationships between them.
- Defines and describes the processes of change in political and economic structures and institutions relevant to geography and political science, indicating their causes, course, and consequences.

In terms of skills:

- Analyzes and evaluates phenomena and processes that govern economic life and political organization of states in the contemporary world.
- Utilizes theoretical knowledge to obtain data and information necessary for analyzing specific geographic phenomena and processes, in accordance with the field of political science studies.
- Conducts proper analysis and interpretation of the causes and course of specific processes and phenomena occurring within geographic space.

In terms of social competencies

- Understands and accepts the need for continuous education and improvement of personal skills and competencies in geography, enabling the ability to inspire and organize the learning process for others.

Political and Economical Geography

project

1 ECTS

Teaching methods

didactic discussion / project method

Method of verifying education

project / activity during classes

OBJECTIVES

Introduction to the essence, scope, and content of political geography in the 20th and 21st centuries.; Presentation of the main issues in political and economic geography of the world.; Understanding the nature of contemporary challenges, threats, and opportunities arising from the globalization of economic and political life; Understanding the complex economic and political structure of the modern world; Developing skills in using diverse sources of information and knowledge, including geographical data.

COURSE CONTENT

- Subject and position of political and economic geography within the system of social sciences.
- State territory – concept, categories, and components; independent and dependent states; classification of geopolitical units.
- State borders – concept, categories, stability and variability issues; state jurisdiction over waters, seabeds, airspace, and outer space.
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- Sustainable development in contemporary political and economic geography.

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In terms of knowledge:

- Defines and describes the essence, nature, and place of political and economic geography within the system of political sciences, highlighting the interdependencies between geography and political science, thereby demonstrating understanding of the interdisciplinary character of political studies.
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- Utilizes theoretical knowledge to obtain data and information necessary for analyzing specific geographic phenomena and processes, in accordance with the field of political science studies.
- Conducts proper analysis and interpretation of the causes and course of specific processes and phenomena occurring within geographic space.

In terms of social competencies

- Understands and accepts the need for continuous education and improvement of personal skills and competencies in geography, enabling the ability to inspire and organize the learning process for others.

Contemporary Political History of the World

lecture

4 ECTS

Teaching methods

lecture / conversational lecture / didactic discussion

Method of verifying education

exam / assignments / activity during classes

OBJECTIVES

Introduction to 20th-century world history for students in a global, regional, and subregional perspective, based on socio-cultural and technological processes, phenomena, and events; Presentation of the essence, scope, and nature of the formation of relations between states, nations, and social groups in the 20th century; Engagement in joint reflections on contemporary political history of the world.

COURSE CONTENT

- Key historical processes of the 20th century in the context of major political ideas – a cross-sectional approach.
- Poland and its borders in global and European politics – a cross-sectional approach.
- The world political order in the 20th century – “long” and “short” 20th century – a cross-sectional approach.
- Global political and military conflicts – their characteristics and specific features.
- Political order after World War I – political transformations.
- Political order after World War II – political transformations.
- Totalitarian regimes, political systems, and movements of the 20th century.
- Europe in relation to the world – its place in a bi- and multipolar world.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Possesses organized knowledge of the most important historical events and processes in modern political history, with particular emphasis on the 20th and 21st centuries.
- Possesses systematic knowledge of various structures, organizations, and political institutions of the 20th and 21st centuries, as well as the evolving relationships between them, at the national, international, and global levels.
- Has the necessary knowledge to characterize and conduct in-depth analysis of the development of key political institutions in the 20th and 21st centuries, on regional, national, international, and global scales.

In terms of skills:

- Correctly describes, interprets, and evaluates political phenomena occurring in contemporary world history, both at the national and international levels.
- Uses theoretical knowledge to acquire data and information necessary for analyzing contemporary historical and political processes and phenomena, in line with the requirements of political science studies.
- Recognizes and assesses the connections between historical events and their consequences for the present.
- Analyzes the causes, course, and consequences of specific political processes and phenomena in world history from the perspective of shaping political life.

In terms of social competencies

- Accepts the need for continuous education and skills development, particularly in understanding and studying contemporary world history, and consequently inspires and organizes the learning process of others in the field of contemporary political history.
- Respects differing viewpoints on contemporary political history, resulting from diverse political, cultural, and social backgrounds, as well as the variety of political opinions.

History of Poland in the 20th and the 21st Century

lecture

3 ECTS

Teaching methods

lecture / conversational lecture / didactic discussion

Method of verifying education

exam / assignments / activity during classes

OBJECTIVES

Providing students with historical knowledge according to the elements specified in the curriculum. Understanding historical processes. Developing the ability to evaluate historical events and their interrelations. Instilling respect for Poland's spiritual and cultural heritage, including through comparison with achievements of other European countries. Recognizing the connections between Polish history and the present day, as well as Poland's place and role in the world. Developing skills in using diverse sources of knowledge, including texts produced in a specific historical period (so-called primary sources). Teaching the use of primary sources for historical and political analysis.

COURSE CONTENT

- Political aspects of the restoration of an independent Polish state.
- Formation of state borders (war and political actions).
- Foreign policy of the Second Polish Republic.
- Socio-economic reforms.
- May Coup of 1926 and the Sanation government; constitutional and political changes.
- Poland during World War II.
- Major powers' stance toward Poland.
- Post-war Poland: territorial shape, population, economic potential.
- Political system after 1945.
- Origins of Stalinism; scope and forms of dependence on the USSR; society and government.
- Opposition: transformations and forms of struggle; role of the Catholic Church.
- NSZZ "Solidarność" and the changes of the 1980s.
- Martial law; beginnings of systemic transformation.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Recognizes the distinct stages of national history in the 20th century.
- Critically evaluates events that constitute the history of Poland in the 20th century.
- Identifies relationships between political forces operating in Poland during the 20th century.

In terms of skills:

- Analyzes and interprets the Polish national history of the 20th century.
- Recognizes the connections between Poland's history and contemporary events, as well as Poland's role and position in the world.
- Develops skills in working with texts and using source materials.

In terms of social competencies

- Develops national and understanding for Polish national awareness.
- Is aware of personal and Polish participation in historical processes.
- Understands the mechanisms and processes that emerge during group work.

COMMUNICATION AND RELATIONS BUILDING

workshops

1 ECTS

Teaching methods

lecture / didactic discussion / case study

Method of verifying education

group and individual assignments / project /
activity during classes

OBJECTIVES

The course will explore strategies for establishing and maintaining connections through effective communication. It covers communication tools such as naming emotions, asking questions, and active listening, techniques like paraphrasing and mirroring. The importance of being precise and clear in communication will also be emphasised. Verbal and non-verbal communication means are going to be discovered, discussed and explored together with communication barriers, including cross-cultural context. The course participants will be equipped with practical tools and insights to communicate more effectively, build rapport and trust in order to establish relationships in both personal and professional setting.

COURSE CONTENT

- Ways to effectively establish contact with another person.
- Tools for effective communication: naming feelings, using open questions, active listening: paraphrase, mirroring, precision of the message, "I" message.
- The role of verbal and non-verbal communication.
- Communication barriers.
- The role and importance of emotions in the process of communication and integration.
- Online communication.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- The student has knowledge of verbal and non-verbal communication, including methods and styles of communication as well as communication barriers.

In terms of skills :

- The student establishes and deepens relationships with the group.
- The student chooses an effective communication strategy.
- The student uses selected tools for effective communication.
- The student is able to present themselves in an appropriate way to the situation.
- The student organizes teamwork.

In terms of social competencies

- The student shows openness to solving individual and group communication problems.
- The student engages in teamwork and plays various group roles.

Intellectual Property Protection

exercises

1 ECTS

Teaching methods

exercises

Method of verifying education

exam

OBJECTIVES

Students will learn the concept of intellectual property. The course also covers issues: the role and importance of intellectual property in education, commercial activities and research, and the general scope of protection by exclusive rights, including time and territory. Students will also learn about intellectual property categories and exhaustion of intellectual property rights. Students will learn international treaties and other legal provisions.

COURSE CONTENT

- The historical development of intangible goods protection.
- International and national aspects of intellectual property protection.
- The origins and position of contemporary copyright law and related rights.
- The relationship between intellectual property protection, competition policy, unemployment reduction, innovation, and economic growth.
- The subject matter and entities of copyright law; basic definitions.
- Authors' moral rights to protected works.
- The concept and basic catalogue of economic rights and fields of exploitation of a work; selected issues concerning licenses.
- Forms of infringement of moral and economic copyright: the concepts of plagiarism, piracy, and databases; the role of collective copyright management organizations.
- The concept and principles of permissible private and public use of a work; the rights of libraries and schools; the quotation right.
- Special protection of computer programs, images, and correspondence.
- Protection of inventions, trademarks, and industrial designs; the Community trademark.
- Civil and criminal liability rules for infringement of intellectual property rights.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Students know and understand concepts in the field of intellectual property, including copyright law.
- They know the relationship between intellectual property protection, fair competition, innovation, and economic growth.
- They know the principles of intellectual property protection.
- They know and understand the differences between moral rights and economic (property) copyrights.

In terms of abilities:

- Student: is able to accurately define a work and other objects of intellectual property in both legal and economic terms.
- Is able to determine which works are not protected by copyright law and provide a reasoned justification.
- Is able to select relevant information and statistical data to analyze the economic impact of intellectual property rights.

In terms of social competencies:

- Student is aware of their knowledge of the social and economic role of intellectual property protection.
- Acts in a professional manner, respecting intellectual property.
- Is able to produce academic texts and simple informational content without infringing copyright law.

Monographic Lecture 6A

lecture

4 ECTS

Teaching methods

lecture

Method of verifying education

exam

OBJECTIVES

The aims of the course are: providing students with knowledge about the essence of processes ensuring security in the European Union; Developing the ability to analyze assumptions, premises, and objectives, as well as to implement solutions related to ensuring security in the EU; Preparing students for the independent assessment of the necessity and possibilities of integrating activities aimed at ensuring EU security.

COURSE CONTENT

- Evolution of legal and treaty provisions concerning cooperation in the field of internal security in the EU: declarations attached to the Single European Act; the third pillar of the EU after Maastricht; reform of the third pillar in the Amsterdam Treaty; the Prüm Treaty; provisions of the Lisbon Treaty.
- Competences of EU institutions in the field of internal security policy: powers of the European Council, the Council, the European Commission, the European Parliament, and the Court of Justice.
- Police cooperation and the role of Europol: origins of Europol; its objectives, tasks, and competences; the Europol Information System.
- Prevention and combating of organized crime: fight against drug addiction, as well as the production, smuggling, and trafficking of drugs, and financial crime and money laundering.
- Protection and control of borders as an element of internal security policy: spread of cross-border threats; integrated management system of the EU's external borders; institutions cooperating at external borders, including Frontex.
- Schengen and institutions of cross-border cooperation: origins of Schengen; main provisions of the Schengen Implementing Convention; cross-border pursuit; cross-border surveillance; covert surveillance and controlled delivery; joint police and customs cooperation centers.
- EU immigration policy, EU visa policy, and EU asylum policy.
- Transatlantic cooperation in the field of internal security (homeland security): beginnings of cooperation between the USA and Western European countries.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Has knowledge of various types of social and political structures, organizations, and institutions responsible for public security in the European Union, as well as the relationships between them at national and international levels.
- Has knowledge of legal and organizational norms and rules that determine the functioning of public and social institutions responsible for EU security.
- Has knowledge of processes of change in political structures and institutions responsible for ensuring EU security, including the increasing intensity of threats to EU security.

In terms of abilities:

- Is able to properly analyze the causes and course of specific processes and phenomena that constitute potential or real threats to the European Union in social, political, legal, and economic dimensions, particularly from the perspective of the stability of political life.
- Has the ability to understand, analyze, and interpret phenomena and processes related to EU security, including crisis situations, as well as actions aimed at limiting emerging threats.

In terms of social competencies:

- Respects different perspectives on EU security issues arising from diverse political, cultural, and social backgrounds, while always relying on substantive arguments.
- Is aware of the need to continuously expand and improve their knowledge regarding the possibilities and necessity of ensuring EU security.

Monographic Lecture 6B

lecture

3 ECTS

Teaching methods

lecture

Method of verifying education

exam

OBJECTIVES

Introducing students to gender studies theories; Familiarizing students with the history and thought of feminism, Women's Studies, Men's Studies, and Gender Studies; Interpreting socio-political phenomena related to gender; Interpreting media messages through the lens of symbolic analysis of gender roles.

COURSE CONTENT

- Gender studies – definitions.
- Feminisms.
- Men's studies.
- Public sphere vs. private sphere.
- Gender in politics.
- Women in Polish politics.
- Gender mainstreaming policy.
- Gender and the economy.
- Gender and health policy.
- Gender and media.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Defines basic concepts related to gender in the socio-cultural sphere.
- Describes and identifies the different waves and strands of feminism.
- Presents the principles of gender mainstreaming policy.

In terms of abilities:

- Analyzes contemporary processes of emancipation.
- Analyzes symbolic media representations related to socio-cultural gender.
- Identifies sources of gender discrimination and seeks solutions to the problems arising from them.

In terms of social competencies:

- Develops sensitivity to questions of equality

Social and economic policy

exercises

2 ECTS

Teaching methods

conversational lecture / brainstorming / case study
didactic discussion / problem-solving method

Method of verifying education

assignments / activity during classes

OBJECTIVES

Demonstrating the links between economic and social policy, especially regarding dilemmas arising from rapid economic development on one hand and the implementation of social justice on the other; Familiarization with social and economic problems and their place in political programs; Understanding the impact of social and economic issues on social and political life; Illustrating the economic effects of state regulation and intervention in the economy.

COURSE CONTENT

- Basic definitions of social and economic policy.
- Typology of actors in social policy; models of social policy.
- Diagnosing needs; methods for measuring the level and quality of life; determinants of social needs.
- History of social policy.
- Major social problems in contemporary Poland and worldwide.
- Goals, methods, and instruments of economic policy in market-based systems.
- Forms of market regulation.
- Transformation of economic systems.
- Relationship between the economy and the state; contemporary economic interventionism.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Possesses advanced knowledge of the nature of political science, the significance of political studies within the system of social sciences, and its relations to other disciplines; demonstrates understanding of the interrelations between the main sub-disciplines of political science; comprehends the interdisciplinary character of political science as a social science.
- Has advanced knowledge of various types of social structures, organizations, and institutions (cultural, political, legal, economic) and the relationships between them at local, regional, national, and international levels.
- Defines values, goals, and models of social policy.

In terms of abilities:

- Accurately describes, interprets, and evaluates social phenomena (political, legal, economic) at both local and international levels.
- Applies theoretical knowledge and is able to collect data necessary for analyzing specific social processes and phenomena (political, legal, economic) relevant to the field of study.
- Analyzes and connects relationships between processes within disciplines and subfields relevant to the field of study, formulating forecasts regarding social processes and phenomena.

In terms of social competencies:

- Accurately describes, interprets, and evaluates social phenomena (political, legal, economic) at both local and international levels.
- Applies theoretical knowledge and is able to collect data necessary for analyzing specific social processes and phenomena (political, legal, economic) relevant to the field of study.
- Analyzes and connects relationships between processes within disciplines relevant to the field of study and formulates forecasts concerning social processes and phenomena.

Rhetoric and Eristic

project

2 ECTS

Teaching methods

conversational lecture / brainstorming / case study
didactic discussion / problem-solving method

Method of verifying education

assignments / activity during classes

OBJECTIVES

Developing foundational knowledge and skills in rhetoric and eristics as an art useful for preparing, analyzing, and interpreting public, journalistic, and opinion texts, with a focus on communication effectiveness and persuasive impact; Recognizing the most common language errors.

COURSE CONTENT

- Communicating as persuasion.
- Persuasion techniques according to classical rhetoric.
- Contemporary persuasive techniques.
- Text construction according to modern rhetorical principles.
- Rhetoric in politics and advertising.
- Criteria for language correctness in terms of communication effectiveness.
- Writing and editing own texts.
- Evaluating others' texts.
- Perception and comprehensibility of media messages.
- The art of debating.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Defines basic concepts in rhetoric and eristics.
- Presents principles of speech text composition.

In terms of abilities:

- Can effectively persuade, discuss, and deliver speeches.
- Follows argumentative and negotiation strategies.
- Applies principles of emotional argumentation strategy.

In terms of social competencies:

- Resolves conflicts.
- Communicates effectively with others.

Organization and management

project

2 ECTS

Teaching methods

didactic discussion / brainstorming / project method

Method of verifying education

project / activity during classes

OBJECTIVES

Providing modern knowledge and developing skills in management, regardless of the subject, type of business activity, organizational-legal form, ownership type, or size of the organization; Familiarization with the typology of organizational structures, management methods, and communication within organizations; Highlighting the connections and mutual inspirations between political science knowledge and the field of organization and management.

COURSE CONTENT

- Basic concepts in the science of organization and management.
- Organization and its environment – functions, objectives, efficiency criteria, and development stages.
- Organizational management – managerial roles.
- Policy and strategic processes in organizations – strategic analysis, management, and strategic planning.
- Organizational structures – dynamics and self-dynamics.
- Social responsibility of organizations and organizational pathologies.
- Organizational cultures and subcultures.
- Organizational culture and political culture.
- Organizational communication and decision-making.
- Motivation and management of human potential.
- Power and leadership in organizations.
- Organizational conflicts and conflict management.
- Organizational change, resistance to change, and strategies to overcome it.
- Organizational control – mechanisms and conditions for effective control.
- Sociology of organization and management.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Lists key concepts in organization and management.
- Identifies problems in organizational functioning.
- Recognizes basic principles of operation in contemporary organizations.

In terms of abilities:

- Identifies connections and mutual inspirations between political science knowledge and organization and management.
- Describes organizational structures and knows techniques for their improvement.
- Manages knowledge, information, and communication within an organization.

In terms of social competencies:

- Is aware of the responsibility for shaping their own work and its effects on other members of society and the organization.
- Understands that acquired skills prepare them to compete in the labor market.
- Recognizes the need to develop skills necessary for effective teamwork.

International Business

lecture

2 ECTS

Teaching methods

didactic discussion / classical problem-solving method

Method of verifying education

exam / activity during classes

OBJECTIVES

The aim of the course is for students to understand the concept of entrepreneurship and international business, as well as the mechanisms influencing it; to be able to analyze, at a basic level, key changes occurring in international business.

COURSE CONTENT

- Concept of entrepreneurship and international business.
- Business life cycle.
- Business operations and management.
- Functioning of a company in the foreign market.
- Trade negotiations with foreign partners.
- Foreign direct investments.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- The student acquires knowledge of basic concepts related to international business and entrepreneurship.
- The student acquires knowledge of factors influencing the development of international business.
- The student acquires knowledge about the functioning of a company in the foreign market.

In terms of abilities:

- The student identifies and distinguishes factors influencing international business.
- The student identifies and analyzes theories and mechanisms observable in the international business environment.
- The student explains and illustrates the impact of the geopolitical environment on conducting international business.

In terms of social competencies:

- The student demonstrates critical thinking skills, enabling them to formulate their own assessments regarding international business and entrepreneurship.
- The student can justify their opinion and share it within a group setting.
- The student has the ability to confidently express and defend their views while showing tolerance and respect for differing opinions.

International Business

project

2 ECTS

Teaching methods

brainstorming / project method

Method of verifying education

project / activity during classes

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Theory of International division of labor

lecture

2 ECTS

Teaching methods

lecture / problem-solving method

Method of verifying education

exam / activity during classes

OBJECTIVES

The aim of the course is for students to know and understand the key rules governing the international trading system established by the World Trade Organization (WTO); for the students to, at a basic level, analyze the key changes occurring in contemporary international trade relations.

COURSE CONTENT

- The concept of the international division of labor and introductory issues.
- Factors influencing the formation of the international division of labor.
- Theories of the development of the international division of labor.
- International complementarity of economic structures.
- The international division of labor as a determinant of economic development.
- The increasing role of international and transnational entities.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- The student acquires knowledge of the basic concepts related to the international division of labor.
- The student acquires knowledge of the factors influencing the formation of the international division of labor.
- The student acquires knowledge of the international complementarity of economic structures.

In terms of abilities:

- The student identifies and distinguishes the factors influencing the international division of labor (IDL).
- The student identifies and analyzes the theories and mechanisms that can be observed in the IDL.
- The student explains and illustrates the impact of the geopolitical environment on the role of international and transnational entities.

In terms of social competencies:

- The student demonstrates critical thinking skills, enabling them to formulate their own assessments regarding the international division of labor (IDL).
- The student can argue their own opinion and share it in a group forum.
- The student has the ability to confidently express and defend their own views while showing tolerance and respect for differing opinions.

Theory of International division of labor

project

2 ECTS

Teaching methods

brainstorming / project method

Method of verifying education

project / activity during classes

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In terms of knowledge:

- The student acquires knowledge of the basic concepts related to the international division of labor.
- The student acquires knowledge of the factors influencing the formation of the international division of labor.
- The student acquires knowledge of the international complementarity of economic structures.

In terms of abilities:

- The student identifies and distinguishes the factors influencing the international division of labor (IDL).
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E-election Campaign

lecture

2 ECTS

Teaching methods

conversational lecture / case study

Method of verifying education

exam / activity during classes

OBJECTIVES

The aims of the course are to understand the principles of e-election campaigns at a strategic level, discuss the market-oriented approach to elections, and familiarize students with the processes of political elections as a marketing competition for the trust and vote of the voter-client. The course also aims to develop students' skills in analyzing election campaigns, interpreting electoral strategies of competing entities in the online environment, and analyzing persuasive methods and techniques used by campaigners on the Internet.

COURSE CONTENT

- Image in election campaigns – techniques for updating and elements of social dialogue in self-presentation
- Public opinion and the construction of self-presentation image
- Analysis of strategic goals of political actors: Strategy and market role; Identification of rivals, allies, silent supporters, and target groups
- E-marketing methods in election campaigns and political market research
- Strategy of e-election campaigns and its implementation
- Communication and persuasion tools used in online campaigns
- Opinion polls in election campaigns
- Social acceptance and rejection of candidates' images
- Negative campaigns
- Financing of election campaigns

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Describes the principles of conducting election campaigns
- Identifies the key issues occurring in election campaigns
- Presents forms of political image on the Internet

In terms of abilities:

- Analyzes selected election campaigns
- Develops strategies for e-election campaigns
- Interprets the electoral programs of political parties

In terms of social competencies:

- Expresses personal reflections on the principles of conducting online election campaigns
- Works in a group and develops communication skills
- Respects ethical standards and professional codes in conducting e-election campaigns

E-election Campaign

project

2 ECTS

Teaching methods

project method / case study

Method of verifying education

project / activity during classes

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Election e-marketing

Media Relations and tasks of a press spokesman

lecture

2 ECTS

Teaching methods

lecture / conversational lecture

Method of verifying education

exam / activity during classes

OBJECTIVES

The aims of the course are: Introducing students to the process of shaping the image of a politician, political party, and political programs; Analyzing election campaigns conducted in Poland; Presenting techniques used in shaping a politician's image; Discussing the role of media in election marketing; Familiarizing students with the principles of conducting election campaigns

COURSE CONTENT

- Election campaigns: concept of an election campaign; types of election campaigns; planning and conducting campaigns
- Developing election strategy; slogans and campaign materials; political market analysis
- Process of shaping the image of politicians, parties, and political programs
- Communication tools in political marketing: auditory tools; visual tools; direct influence; language in political communication
- Structure and tasks of an election campaign team
- Presidential campaigns in Poland
- Professionalization of election campaigns
- Political communication and election campaigns in selected countries
- Television debates, evening news programs, and online media

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Defines the basic conceptual framework of election e-marketing
- Describes the process of shaping a political image on the Internet
- Lists the mechanisms of governance and political decision-making

In terms of abilities:

- Critically evaluates e-election campaigns
- Analyzes and assesses governance processes and recognizes their implications
- Selects arguments and formulates responses to criticism

In terms of social competencies:

- Participates in socio-political life and political discourse
- Communicates effectively with others in the online environment

Election e-marketing

Media Relations and tasks of a press spokesman

project

2 ECTS

Teaching methods

didactic discussion / project method

Method of verifying education

project / activity during classes

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