



**Akademia
Humanistyczno
Ekonomiczna
w Łodzi**

2026-2027

ACADEMIC OFFER

POLITICAL SCIENCE



POLITICAL SCIENCE

Language: **English**

Winter **2026-2027**

Political Science Bachelor

1ST YEAR / 1ST SEMESTER

[ZDW: Fundamentals of Philosophy/History of Philosophy](#)

lecture

[ZDW: Fundamentals of Philosophy/History of Philosophy](#)

exercises

[ZDW: Sociology and Sociological Research Methods/General Sociology](#)

lecture

[ZDW: Sociology and Sociological Research Methods/General Sociology](#)

exercises

[ZDW: Micro- and Macroeconomics/Fundamentals of Economics](#)

lecture

[ZDW: Micro- and Macroeconomics/Fundamentals of Economics](#)

project

[Introduction to Political Science Research](#)

lecture

[Introduction to Political Science Research](#)

project

[The Study of the State and Law](#)

lecture

[The Study of the State and Law](#)

project

[Academic Competencies](#)

workshops

[Information Technologies](#)

exercises

[Monographic Lecture I](#)

lecture

POLITICAL SCIENCE

Language: **English**

Winter **2026-2027**

Political Science Bachelor

3RD YEAR / 5TH SEMESTER

[Monographic Lecture 5](#) lecture

[Local government and local policy](#) project

[Awareness of value of made decisions](#) project

[ZDW: Information Society/Civil Society](#) exercises

[Political Marketing](#) lecture

[Political Marketing](#) project

[Public Relations](#) lecture

[Public Relations](#) project

[Shaping public opinion](#) lecture

[Shaping public opinion](#) project

[The WTO International Trading System](#) lecture

[The WTO International Trading System](#) exercises

["Emerging markets" in international relations](#) lecture

["Emerging markets" in international relations](#) project

ZDW: Basics of Philosophy/ History of Philosophy

lecture

1 ECTS

Teaching methods

conversational lecture / didactic discussion /
project-based method

Method of verifying education

exam

OBJECTIVES

Introduction to key concepts and issues in philosophy. Equipping students with knowledge of the history of European philosophy. Enhancing skills related to resolving moral dilemmas encountered in daily life. Fostering a dialogical attitude – developing skills in discussion and teamwork.

COURSE CONTENT

- Fundamentals of Philosophy – Concepts and Major Schools of Thought.
- Key Issues from Various Periods and Branches of Philosophy: Metaphysics, Epistemology, Axiology.
- Discussion of the Most Representative Philosophical Concepts in the History of European Philosophy.
- Preparation for a Philosophical Project using Project-Based Methodology.
- Addressing the Problem of "How to Engage Children, Youth, and Elderly People in Philosophy" – Implementation and Evaluation of a Philosophical Project.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Knows and understands the nature of philosophy and the differences between philosophy and other disciplines and fields of culture. Knows and understands selected concepts and problems of philosophy. Knows and understands major ethical theories.

In terms of skills:

- Critically analyzes both their own beliefs, arguments, and actions as well as those of others. Argues their position in a coherent and logical manner. Recognizes ethical dilemmas and resolves them independently and responsibly.

In terms of social competencies

- Shows respect for others' opinions. Collaborates within a team, completes assigned tasks, and manages their time effectively. Demonstrates openness to new ideas, facts, and challenges.

ZDW: Basics of Philosophy/ History of Philosophy

exercises

1 ECTS

Teaching methods

conversational lecture / didactic discussion /
project-based method

Method of verifying education

exam

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In terms of social competencies

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ZDW: Sociology and Sociological Research Methods / General Sociology

lecture

2 ECTS

Teaching methods

lecture

Method of verifying education

exam

OBJECTIVES

The aims of the course are: Introduction to the fundamental assumptions of sociological research; Familiarization with key concepts used in sociological research; Overview of methods used in contemporary sociological research; Discussion of the research process; Review of methods applied in contemporary social research.

COURSE CONTENT

- Sociology as a scientific discipline.
- Assumptions and objectives of sociological research.
- Formulating research problems.
- The structure of the research process.
- Survey research.
- Field research.
- Non-reactive research methods.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- The student defines terminology in the field of sociological research.
- Identifies the cognitive, methodological, and ethical research assumptions.
- Is familiar with the procedures for conducting empirical research.

In terms of skills:

- Identifies and uses sources of information.
- Processes and analyzes empirical data.
- Selects appropriate research methods and tools for specific research problems.
- Formulates research conclusions.

In terms of social competencies:

- Expresses opinions on research methodology.
- Is responsible for the tasks entrusted to them.

ZDW: Sociology and Sociological Research Methods / General Sociology

lecture

2 ECTS

Teaching methods

didactic discussion / analysis of source material

Method of verifying education

project / individual assignments / activity during classes

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In terms of social competencies:

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ZDW: Micro- and Macroeconomics / Fundamentals of Economics

lecture

2 ECTS

Teaching methods

lecture / didactic discussion

Method of verifying education

exam / activity during classes

OBJECTIVES

The objectives of the course are student's understanding and knowledge of: methodological foundations and theories of economics, methods of analyzing economic processes and the principles governing the functioning of markets, the main economic categories as well as the laws and principles of the development of the modern market economy, the language and basic tools of economic analysis, the role of the state in the economy.

COURSE CONTENT

- Economics as a science of managing resources and making choices. Basic categories of the market economy – the market and the market mechanism.
- Foundations of consumer theory – decisions of households.
- Foundations of producer theory – decisions of firms; optimization of economic decisions.
- Costs and revenues of a firm in the long and short run and changes in the scale of production.
- Market structures – perfect competition, imperfect competition, monopoly.
- The market and its efficiency; market failures – inefficiency of the market mechanism.
- Contemporary macroeconomic systems, their evolution and functioning. Macroeconomic indicators – economic growth and development and their determinants.
- The role of the state in the modern market economy; causes and effects of state intervention in the process of economic growth.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Has knowledge of various types of economic structures, organizations, and institutions, as well as the relationships between them at the local, regional, national, and international levels.
- Has knowledge of economic norms and rules that determine the organization of public and social structures and institutions, the principles governing them, as well as their sources, nature, changes, and modes of operation.
- Knows and understands the basic principles of creating and developing entrepreneurship, making use of their knowledge in the field of economics.

In terms of skills:

- Correctly describes, interprets, and evaluates economic phenomena occurring both at the local and international levels.
- Uses theoretical knowledge and is able to obtain data necessary to analyze specific economic processes and phenomena related to the field of study.
- Uses research methods and tools and possesses the skills necessary to develop and solve a specific economic problem.

In terms of social competencies:

- Understands and demonstrates the need for continuous learning and development, as well as for the ongoing improvement of their own skills and competences; inspires and organizes the learning process of others.
- Understands and appreciates the importance of an entrepreneurial and innovative attitude in professional work and public activity.

ZDW: Micro- and Macroeconomics / Fundamentals of Economics

project

2 ECTS

Teaching methods

lecture / didactic discussion / assignments

Method of verifying education

project / assignments / activity during classes

OBJECTIVES

The objectives of the course are student's understanding and knowledge of: methodological foundations and theories of economics, methods of analyzing economic processes and the principles governing the functioning of markets, the main economic categories as well as the laws and principles of the development of the modern market economy, the language and basic tools of economic analysis, the role of the state in the economy.

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- Understands and appreciates the importance of an entrepreneurial and innovative attitude in professional work and public activity.

Introduction to Political Science Research

lecture

2 ECTS

Teaching methods

lecture / didactic discussion

Method of verifying education

exam

OBJECTIVES

The course familiarizes students with the basic cognitive, methodological, and ethical assumptions of political science research. It introduces the types of information sources used in political science research as well as key concepts related to political science studies. The course also provides an overview of the main methods used in contemporary political science research and discusses the stages and principles of the research process.

COURSE CONTENT

- Political science as an academic discipline.
- Assumptions and objectives of political science research.
- Formulating research problems.
- The structure of the research process.
- Methods used in political science research.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Defines the basic terminology related to political science research.
- Identifies the cognitive, methodological, and ethical assumptions of research.
- Is familiar with the procedures for conducting empirical research.

In terms of skills:

- Identifies and uses sources of information.
- Processes and analyzes empirical data.
- Selects appropriate research methods and tools for specific research problems.
- Formulates research conclusions.

In terms of social competencies:

- Evaluates research methodologies critically
- Demonstrates responsibility in completing assigned tasks

Introduction to Political Science Research

project

3 ECTS

Teaching methods

lecture / didactic discussion / assignments

Method of verifying education

project / assignments / activity during classes

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- Political science as an academic discipline.
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DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Defines the basic terminology related to political science research.
- Identifies the cognitive, methodological, and ethical assumptions of research.
- Is familiar with the procedures for conducting empirical research.

In terms of skills:

- Identifies and uses sources of information.
- Processes and analyzes empirical data.
- Selects appropriate research methods and tools for specific research problems.
- Formulates research conclusions.

In terms of social competencies:

- Evaluates research methodologies critically
- Demonstrates responsibility in completing assigned tasks

The Study of the State and Law

lecture

3 ECTS

Teaching methods

lecture / didactic discussion /
problem-solving method

Method of verifying education

exam / activity during classes

OBJECTIVES

The course enables students to understand the basic conceptual categories describing the state and law, and become familiar with the fundamentals of legal and state-related terminology. It provides elementary knowledge of the forms and stages of the development of the state and law, and develops the ability to independently utilize legal sources for study and research.

COURSE CONTENT

- The concept and essence of the state
- Theories of the origin of the state
- The state, society, the nation, and the individual, and their relationships throughout historical development
- Forms, goals, functions, and tasks of the state
- Theories of the state in contemporary political and legal thought
- The national state and its transformations
- State sovereignty in the past and present
- The state and war
- The concept of law, legal norms, legal provisions, and legal relationships
- Sources of law and the legal system
- Law as a social phenomenon

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Identifies and names the basic conceptual categories describing the state and law
- Enumerates and describes the forms of the state
- Presents the types of legal norms and provisions

In terms of skills:

- Analyzes the relationship between the state and the citizen
- Demonstrates the ability to utilize legal sources
- Analyzes constitutional and governance models of contemporary states

In terms of social competencies:

- Identifies the main issues concerning the state and law
- Demonstrates awareness of legal culture
- Acts in accordance with the law

The Study of the State and Law

project

2 ECTS

Teaching methods

didactic discussion / problem-solving method

Method of verifying education

project / activity during classes

OBJECTIVES

The course enables students to understand the basic conceptual categories describing the state and law, and become familiar with the fundamentals of legal and state-related terminology. It provides elementary knowledge of the forms and stages of the development of the state and law, and develops the ability to independently utilize legal sources for study and research.

COURSE CONTENT

- The concept and essence of the state
- Theories of the origin of the state
- The state, society, the nation, and the individual, and their relationships throughout historical development
- Forms, goals, functions, and tasks of the state
- Theories of the state in contemporary political and legal thought
- The national state and its transformations
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DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Identifies and names the basic conceptual categories describing the state and law
- Enumerates and describes the forms of the state
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In terms of skills:

- Analyzes the relationship between the state and the citizen
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- Analyzes constitutional and governance models of contemporary states

In terms of social competencies:

- Identifies the main issues concerning the state and law
- Demonstrates awareness of legal culture
- Acts in accordance with the law

Academic Competencies

workshops

2 ECTS

Teaching methods

didactic discussion / workshop method

Method of verifying education

assignments / activity during classes

OBJECTIVES

The aim of the course is to develop students' skills in effectively and correctly preparing academic papers, including summaries, conference abstracts, reviews, essays, scientific articles, and theses.

COURSE CONTENT

- Types of academic texts and strategies for finding scholarly sources
- Citation styles and bibliography management tools
- Methodology of academic writing
- Principles of linguistic, stylistic, and substantive correctness
- Structure of academic papers (title, subtitles, content organization – abstract, introduction, method, results, discussion, conclusions, bibliography, table of contents)
- Reviewing a scholarly book
- Preparing abstracts and conference presentations
- Common mistakes in academic writing
- Research ethics, including plagiarism, self-plagiarism, and ghostwriting

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Demonstrates knowledge of linguistic, stylistic, and substantive correctness
- Has understanding of research ethics, including plagiarism, self-plagiarism, and ghostwriting
- Is familiar with the methodology of academic writing

In terms of skills:

- Can search for academic texts and evaluate their scholarly value
- Can present the results of analyses in the form of an essay or scientific article
- Can recognize and apply the correct structure of an academic text

In terms of social competencies:

- Can collaborate and work effectively in a group, taking on various roles in academic work
- Can independently organize and carry out assigned research tasks
- Complies with copyright regulations

Information Technologies

exercises

1 ECTS

Teaching methods

demonstrations / tutorials / practical exercises / individual work

Method of verifying education

colloquium / assignments / activity during classes

OBJECTIVES

The aim of the course is to equip students with fundamental knowledge and practical skills in the effective use of office applications (word processor, spreadsheet, and presentation software), as well as to develop an understanding of the role of information technologies and multimedia in everyday life and professional work.

COURSE CONTENT

- Using IT tools and applications in education. Editing text documents in MS Word: typing, editing, proofreading, autocorrect, formatting, inserting objects into text, creating lists and tables, working with headers, sections, and page numbering, print preview. Working with multi-page documents: footnotes, bookmarks, hyperlinks, tables of contents, bibliographies, indexes, etc.
- Using IT tools and applications in education – creating multimedia presentations (PowerPoint and Prezi): principles of presentation design; using graphics, audio, and animations; adding hyperlinks and charts; slide masters and templates; organizing and running a slideshow; setting up automatic presentations; saving presentations in various formats.
- Using IT tools and applications in education – creating spreadsheets: data types, operators, arithmetic, logical and text expressions, function arguments and function values, extracting parameters in task solutions, referencing methods (including cross-sheet referencing), formulas, built-in functions, autofill, formatting cells and ranges, XY charts. Spreadsheets as simple databases: forms, searching, filtering, and multi-level sorting.
- Protection of intellectual property in IT in education: creating, sharing, and using source materials; types of licenses.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Has advanced knowledge and understanding of selected functionalities of office tools (word processor, spreadsheet, presentation software) and their applications in data analysis and document preparation.
- Has advanced knowledge and understanding of selected concepts and issues related to information technologies, multimedia, and media convergence, as well as the role of IT in work organization. Possesses basic knowledge of different types of licenses and the principles of intellectual property protection in the creation and use of materials in the context of IT.

In terms of skills:

- Is able to independently use advanced features of a word processor to create complex documents (e.g., engineering reports), applying styles, tables of contents, footnotes, and embedded objects.
- Is able to effectively design multimedia presentations, applying principles of visual design, graphics, audio, animations, and hyperlinks, as well as adapting presentations to different formats.
- Is able to consciously select and apply advanced spreadsheet functions (formulas, built-in functions, referencing methods, charts, filtering, sorting) for data analysis, data processing, and problem-solving.
- Is able to independently search for information and expand their knowledge using various sources, including academic publications, online resources (netography), tutorials, and other professional materials.

In terms of social competencies:

- Is ready to critically evaluate their own knowledge and continuously expand it.
- Is prepared to uphold high ethical standards and respects the principles of intellectual property protection when using source materials and applying licenses in work with IT applications.
- Ensures a professional standard in the preparation of digital materials and takes responsibility for the accuracy and quality of their content.

Monographic lecture 1

lecture

4 ECTS

Teaching methods

lecture / case study

Method of verifying education

colloquium / activity during classes

OBJECTIVES

The course aims to demonstrate the functioning of international politics in conditions of war. Using selected examples from history, particularly the largest armed conflict in human history – World War II – the course illustrates the impact of military actions, especially war strategies, on foreign policy, as well as the influence of political factors on military planning at both the strategic and operational levels.

COURSE CONTENT

- Course of World War II – basic knowledge of international politics and military operations
- The offensive that never happened – strategic factors behind the Allies' decision to halt offensive operations against the Third Reich in September 1939
- Gaps in historiography – Soviet political and military plans before 1941
- East or South – strategic and political dilemmas of the Axis powers between summer 1940 and spring 1941
- Debates over Allied war plans from 1941 to 1945

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Possesses organized knowledge of the most important historical events
- Understands the types of social bonds functioning in socio-political life that are relevant to the studied specialization

In terms of skills:

- 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
- Can properly analyze the causes and course of specific social processes and phenomena (political, legal, economic) from the perspective of political life
- Possesses the ability to understand, analyze, and interpret phenomena in the political sphere of public life and its environment

In terms of social competencies:

- Understands and demonstrates a commitment to continuous learning and personal development, as well as the ongoing improvement of skills and competencies; inspires and organizes the learning process of others
- Respects differing viewpoints resulting from diverse political, cultural, and social backgrounds

Monographic Lecture 5

lecture

4 ECTS

Teaching methods

lecture / conversational lecture / case study

Method of verifying education

exam/colloquium / activity during classes

OBJECTIVES

The course involves the analysis of the political, economic, and social situation in Europe during the interwar period that led to the outbreak of World War II. It examines the content of diplomatic negotiations among the victorious coalition powers during and after the war, which resulted in the establishment of the "Yalta international order" in Europe. Students analyze the factors shaping the situation in the two opposing political-ideological blocs, as well as the causes of the collapse of the "real socialism" system in Europe. The course also discusses the characteristics of the new international order in Europe following the end of the bipolar system, the process of European integration after its collapse, the conditions influencing the security situation in Europe, and the role of a unifying Europe in the world under globalization.

COURSE CONTENT

- Outcomes of World War II and the division of Europe: the conferences of the Big Three in Yalta and Potsdam; treaties with Germany's allies
- Early signs of the Cold War: the German question; occupation of Germany; collapse of the four-power policy toward Germany; Berlin Blockade (1948–1949); creation of two German states; accession of the FRG to NATO
- Western Europe – integration processes: the Marshall Plan; the Brussels Treaty (1948); establishment of the North Atlantic Alliance; founding of the Council of Europe (1949); European Coal and Steel Community (1952); European Defence Community (1952) and the Paris Agreements (1954); European Economic Community and European Atomic Energy Community (1957)
- Central and Eastern Europe – formation of the communist bloc: establishment of communist governments in Central European countries and their dependence on the USSR; creation of Cominform (1947); Prague coup (1948); Stalin's condemnation of Yugoslavia; end of the civil war in Greece; formation of the CMEA (1949); Warsaw Pact established (1955)
- Western Europe as a U.S. ally; Europe and the external world after World War II; beginning of the colonial system's decline; the Korean War and its repercussions in Europe
- Signs of détente in Europe: the 20th Congress of the CPSU and its consequences; Polish October and the Hungarian Revolution (1956); France's Eastern policy under de Gaulle; Prague Spring (1968); normalization of relations by the FRG with Central and Eastern European countries; Conference on Security and Cooperation in Europe
- Collapse of "real socialism" and political changes in Europe: democratic opposition in "real socialism" countries; negative outcomes for the Eastern bloc in East-West rivalry; "openness and restructuring" in the USSR; dissolution of the CMEA and Warsaw Pact (1991); collapse of the USSR (1991)
- International order in the new Europe: German reunification (1990); Commonwealth of Independent States; eastward enlargement of the Council of Europe; eastward expansion of the European Union
- Challenges of European integration at the turn of the 21st century: debates on the future shape of the European Union; EU borders and cooperation with Eastern and Southern neighbors
- European security at the turn of the 20th and 21st centuries: security in Europe at the end of the Cold War; the Yugoslav crisis and European security; the future of NATO; EU Common Foreign and Security Policy; Russian military doctrine and cooperation within the CIS; Organization for Security and Cooperation in Europe
- Transatlantic relations: formal framework of transatlantic cooperation; security and defense relations; economic relations after the end of the bipolar system; France's role in transatlantic relations; the impact of EU enlargement on transatlantic relations
- Conflicts and disputes in post-Cold War Europe: the Chechen wars; the breakup of Yugoslavia; the Northern Ireland conflict; the struggle for independence in the Basque Country; other separatist movements in Europe; the Kosovo conflict

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Defines the key concepts in the field of international relations
- Describes and discusses the history of international relations in Europe after World War II
- Presents the determinants shaping international relations after 1945

In terms of skills:

- Can apply concepts and knowledge from the field of study
- Can analyze the political situation in Europe from the beginning of World War II to the present
- Recognizes, identifies, and compares changes in contemporary international relations

In terms of social competencies:

- Explains and actively participates in discussions on the complexity of the political situation in Europe after World War II, covering the period 1945–2019

Local government and local policy

project

3 ECTS

Teaching methods

didactic discussion / brainstorming /
project method

Method of verifying education

project / activity during classes

OBJECTIVES

The course familiarizes students with concepts in local government and local politics and analyzes participation in the processes of building civil society. It examines the relationships between local government law, territorial authority institutions, and political actors within local communities, as well as the relationship between local government as a community and local government as a system of public administration.

COURSE CONTENT

- Local government and local politics – concepts and characteristics
- Other forms of self-government
- Instruments of local policy
- Determinants of local policy
- Socio-demographic and economic-spatial conditions of local policy
- Regional policy versus local policy
- Stages in the development of territorial self-government
- Principles of decentralization and subsidiarity in public administration
- Models and actors in local politics, including political parties at the local level, interest groups, and local media
- Tasks of territorial self-government
- Institutions of direct democracy at the local level
- Structure and organization of territorial self-government in Poland:
- Structural organization of municipalities
- Structure of county-level self-government and cities with county rights
- Organizational structure of the regional (voivodeship) level of local self-government
- Forms of cooperation between territorial self-government units
- Local government and local communities in relation to civil society
- Assets and finances of territorial self-government units
- Local policy in Poland
- Territorial self-government and local politics in selected countries
- Other forms of self-government

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Defines concepts related to local government and other types of self-government
- Distinguishes the competencies and tasks of municipal, county, and regional governments
- Can demonstrate the differences between various types of territorial self-government in terms of law and political practice

In terms of skills:

- Assesses the extent to which local authorities satisfy the needs of local communities
- Analyzes the relationships between state authorities and territorial self-government bodies
- Critically evaluates local policies implemented by self-government authorities in the place of residence

In terms of social competencies:

- Identifies issues related to the functioning of territorial self-government
- Demonstrates an open attitude toward cooperation with local government institutions
- Is motivated to engage politically at the local level

Awareness of value of made decisions

workshops

1 ECTS

Teaching methods

didactic discussion / brainstorming /
drama techniques / workshop method

Method of verifying education

individual and group work / activity during classes

OBJECTIVES

- Preparing students to analyze their own hierarchy of values.
- Showing the relationship between choices made and underlying needs and values.
- Expanding the ability to make independent and conscious decisions..

COURSE CONTENT

- Perception of values in selected philosophical approaches (relativism, absolutism, objectivism, subjectivism)
- Real values versus declared values
- Perception of good and evil
- Awareness of the current hierarchy of values
- Goals and values versus life planning – the importance of purpose in human life
- Defining the concept of decision and the decision-making process
- The role of emotions in the decision-making process
- Individual versus group decision-making
- Factors influencing decisions made
- Freedom and responsibility in decision-making; decision-making errors and their consequences

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- The student defines and lists the stages of decision-making.
- The student explains the specificity of individual and group decision-making.

In terms of skills:

- The student efficiently uses axiological concepts.
- The student analyzes and verifies their own hierarchy of values.
- The student develops the ability to make decisions (both individually and in groups) based on professed values.
- The student analyzes different styles of decision-making.

In terms of social competencies:

- The student justifies their views and arguments.
- The student demonstrates responsibility for the choices made.
- The student remains open to different styles of decision-making.
- The student is oriented towards the needs of others in the decision-making process.

ZDW: Information Society/Civil Society

exercises

3 ECTS

Teaching methods

laboratory exercises / workshop methods / didactic discussion / demonstrations

Method of verifying education

exam, activity during classes

OBJECTIVES

Acquiring knowledge of what civil society is, including its definitions in the social sciences, and the ability to identify the key stages of its origin and development. The ability to analyze and interpret contemporary socio-political phenomena from the perspective of the private-public dichotomy. Understanding the dynamics of contemporary socio-political processes. The ability to provide constructive criticism of contemporary socio-political phenomena and processes based on acquired knowledge.

COURSE CONTENT

- The origins of citizenship.
- The origins of the private-public divide.
- Contemporary interpretations of the private-public divide.
- Criticism of the private-public divide.
- Stages in the development of civil society.
- Definitions of civil society.
- Civil society and subjectivity (agency).
- Civil society and emancipation.
- Civil society and human rights.
- Civil society and political culture.
- Globalization and civil society.
- Criticism of civil society.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Describes the information society.
- Identifies the stages of the origin and development of the information society.
- Understands the dynamics of contemporary socio-political processes.

In terms of skills:

- Provides constructive criticism of contemporary socio-political phenomena and processes based on acquired knowledge.
- Analyzes and interprets contemporary socio-political phenomena.
- Identifies and interprets manifestations of the activity of actors within the information society in public life.

In terms of social competencies:

- Actively and consciously participates in contemporary socio-political life.
- Develops interests related to civil society.
- Develops views free from stereotypes and cultural, racial, ethnic, national, religious, and gender-based prejudice.

Political Marketing

lecture

3 ECTS

Teaching methods

lecture / conversational lecture / case study

Method of verifying education

exam / activity during classes

OBJECTIVES

Presenting and familiarizing students with issues related to the techniques and methods of political marketing, as well as political and public communication. Demonstrating practical aspects and evaluating political and electoral campaigns from the perspective of their main participants: party activists, political consultants, journalists, and citizens. Providing knowledge and skills in analyzing electoral campaigns and the tools used in preparing campaign strategies and supporting strategies.

COURSE CONTENT

- Definitions and concepts of political marketing. The essence of marketing and the philosophy of marketing management.
- The historical development of political marketing.
- The political product; creating the image of politicians, political parties, and political programs.
- Types of campaigns in political marketing.
- Strategic campaign planning.
- Tools used in campaigns and their classification.
- Effectiveness and criticism of marketing activities.
- Stages of marketing activities. Analysis of marketing initiatives and evaluation of their effectiveness.
- Techniques of electoral propaganda (persuasion and manipulation).
- Elements of psychology in political marketing.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Has advanced knowledge of political science as a discipline, its significance within the system of social sciences, and its relationships with other fields; demonstrates an understanding of the interrelations between the main subdisciplines of political science; understands the interdisciplinary nature of political science as a social science.
- Has knowledge of the processes involved in the formation of group identities and the development of social structures.
- Knows and understands the principles of creating and developing entrepreneurship, using knowledge from management, economics, administration, law, political marketing, statistics, and demography.

In terms of skills:

- Correctly describes, interprets, and evaluates social phenomena (political, legal, and economic) at both local and international levels.
- Uses theoretical knowledge and is able to obtain data necessary to analyze specific social processes and phenomena (political, legal, and economic) relevant to the field of study.
- Has the ability to construct well-founded arguments using both their own views and those of other authors, to formulate conclusions and create concise summaries; selects appropriate interpersonal communication tools depending on the type of audience.

In terms of social competencies:

- The student demonstrates motivation and a willingness to participate in the preparation and implementation of social projects, including political, economic, and civic initiatives, while taking into account the associated historical, legal, economic, and political conditions.
- The student also understands and demonstrates a commitment to continuous learning and personal development, as well as the ongoing improvement of skills and competencies, and inspires and organizes the learning process of others.

Political Marketing

project

2 ECTS

Teaching methods

didactic discussion / brainstorming / case study

Method of verifying education

project / activity during classes

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Public Relations

lecture

2 ECTS

Teaching methods

lecture / conversational lecture

Method of verifying education

exam

OBJECTIVES

The course introduces students to the system of communication management between an organization and its environment, including its audience. It familiarizes students with the techniques and tools used in political marketing and public relations in relation to message recipients. The course presents the history and concepts of political marketing and provides an overview of the Polish political market, including the role of the media in political communication and the specifics of Polish election campaigns. Additionally, it examines the characteristics of negative political campaigns.

COURSE CONTENT

- Role and tasks of internal and external public relations
- Internal and external environment of an organization
- PR strategy development
- Essence, significance, and concepts of political public relations
- Specifics of the Polish political market and political scene
- Political advertising
- The role of the Internet in political public relations
- "White" and "black" PR in politics
- Application of PR in local government and state institutions
- Post-election marketing

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Describes the specifics of the Polish political market and presents insights from previous election and political campaigns in Poland
- Outlines the principles of conducting media relations activities
- Explains the differences between public relations and other forms of public and organizational communication

In terms of skills:

- Develops a PR program for a selected organization
- Creates PR tools for publication in various types of media (press releases, corrections, etc.)
- Plans and prepares a schedule for a PR campaign

In terms of social competencies:

- Develops communication skills
- Can work effectively in a team

Public Relations

project

2 ECTS

Teaching methods

didactic discussion / project method

Method of verifying education

project / activity during classes

OBJECTIVES

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Shaping public opinion

lecture

2 ECTS

Teaching methods

lecture / classical problem method / case study

Method of verifying education

exam / activity during classes

OBJECTIVES

The course introduces students to the concept of public opinion, highlighting the multidimensional nature of the term. It familiarizes students with the main theoretical categories related to public opinion and presents its practical aspects, including opinion research and the shaping of public opinion. The course also explains the significance and functions of public opinion in social life. Additionally, students explore the verification of public opinion, including its assessment in relation to empirical research findings.

COURSE CONTENT

- Key definitions of the concept of public opinion
- Public sphere vs. non-public sphere (criteria for distinction, boundaries, differences, similarities, functions)
- The role of public opinion in democratic systems
- Public opinion and civil society
- The role of elites in shaping public opinion
- Public opinion research (research methods, the role of studies, and the functions of surveys)
- Political marketing and election campaigns in the process of shaping public opinion
- Mass media as a means of influencing public opinion
- Propaganda and its relationship to public opinion
- Manipulation, or the presence of falsehoods in the public sphere

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Possesses advanced knowledge of the nature of political science, its significance within the social sciences, and its relationships with other disciplines
- Explains the interconnections between the main subfields of political science and understands its interdisciplinary character as a social science
- Has knowledge about humans and their role in society, including forms of participation in public life
- Is familiar with and can apply research methods and tools appropriate for the study of political phenomena

In terms of skills:

- 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
- Utilizes research methods and tools, possessing the skills to develop and solve specific problems (social, political, economic)
- Possesses the ability to understand, analyze, and interpret phenomena in the political sphere of public life and its environment

In terms of social competencies:

- Respects differing viewpoints resulting from diverse political, cultural, and social backgrounds
- Is aware of the importance of professional conduct and understands the need to apply ethical principles and professional codes in performing work duties

Shaping public opinion

project

2 ECTS

Teaching methods

brainstorming / drama techniques /
group and individual work

Method of verifying education

project / activity during classes

OBJECTIVES

The course introduces students to the concept of public opinion, highlighting the multidimensional nature of the term. It familiarizes students with the main theoretical categories related to public opinion and presents its practical aspects, including opinion research and the shaping of public opinion. The course also explains the significance and functions of public opinion in social life. Additionally, students explore the verification of public opinion, including its assessment in relation to empirical research findings.

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- Manipulation, or the presence of falsehoods in the public sphere

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In terms of knowledge:

- Possesses advanced knowledge of the nature of political science, its significance within the social sciences, and its relationships with other disciplines
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- Utilizes research methods and tools, possessing the skills to develop and solve specific problems (social, political, economic)
- Possesses the ability to understand, analyze, and interpret phenomena in the political sphere of public life and its environment

In terms of social competencies:

- Respects differing viewpoints resulting from diverse political, cultural, and social backgrounds
- Is aware of the importance of professional conduct and understands the need to apply ethical principles and professional codes in performing work duties

The WTO International Trading System

lecture

2 ECTS

Teaching methods

lecture / classical problem method

Method of verifying education

exam / activity during classes

OBJECTIVES

Knows and understands the key rules governing the international trade system established by the World Trade Organization. Can analyze, at a basic level, key changes occurring in contemporary international trade relations

COURSE CONTENT

- International trade system – concept and introductory issues
- Instruments of trade policy
- Multilateral trading system: GATT
- Trade in goods versus trade in services
- Developing countries in the WTO system
- Dispute settlement system in international trade

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Acquires knowledge of concepts related to the WTO international trade system
- Acquires knowledge of trade policy instruments
- Acquires knowledge of the multilateral trading system under GATT

In terms of skills:

- Identifies and distinguishes between different trade policy instruments
- Recognizes and analyzes the theories and mechanisms present within the WTO system
- Explains and illustrates the impact of the geopolitical environment on the WTO and GATT

In terms of social competencies:

- Demonstrates critical thinking skills that allow for formulating independent evaluations of the WTO system
- Can support and present their own opinion in a group setting
- Has the ability to express and defend personal viewpoints confidently while respecting and tolerating differing opinions

The WTO International Trading System

exercises

2 ECTS

Teaching methods

classical problem method / project method / brainstorming

Method of verifying education

assignments / activity during classes

OBJECTIVES

Knows and understands the key rules governing the international trade system established by the World Trade Organization. Can analyze, at a basic level, key changes occurring in contemporary international trade relations

COURSE CONTENT

- International trade system – concept and introductory issues
- Instruments of trade policy
- Multilateral trading system: GATT
- Trade in goods versus trade in services
- Developing countries in the WTO system
- Dispute settlement system in international trade

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Acquires knowledge of concepts related to the WTO international trade system
- Acquires knowledge of trade policy instruments
- Acquires knowledge of the multilateral trading system under GATT

In terms of skills:

- Identifies and distinguishes between different trade policy instruments
- Recognizes and analyzes the theories and mechanisms present within the WTO system
- Explains and illustrates the impact of the geopolitical environment on the WTO and GATT

In terms of social competencies:

- Demonstrates critical thinking skills that allow for formulating independent evaluations of the WTO system
- Can support and present their own opinion in a group setting
- Has the ability to express and defend personal viewpoints confidently while respecting and tolerating differing opinions

"Emerging markets"

lecture

2 ECTS

Teaching methods

lecture / classical problem method

Method of verifying education

exam / activity during classes

OBJECTIVES

The student knows and understands the key theoretical issues related to emerging markets and is able to analyze, at a basic level, the functioning of these markets within international relations. The student can also examine the factors influencing the development of emerging markets.

COURSE CONTENT

- Emerging markets – introductory issues
- List of emerging markets according to MSCI
- List of emerging markets according to FTSE
- List of emerging markets according to BEM
- The significance and role of emerging markets in shaping international relations
- Globalization and emerging markets

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Acquires knowledge of concepts related to emerging markets in international relations
- Acquires knowledge of the list of emerging markets according to MSCI
- Acquires knowledge of the list of emerging markets according to FTSE

In terms of skills:

- Identifies and distinguishes emerging markets
- Recognizes and analyzes the theories and mechanisms shaping emerging markets
- Explains and illustrates the impact of the geopolitical environment on emerging markets

In terms of social competencies:

- Demonstrates critical thinking skills that allow for formulating independent assessments of the functioning of emerging markets
- Can support and present their own opinion in a group setting
- Has the ability to express and defend personal viewpoints confidently while respecting and tolerating differing opinions

"Emerging markets"

project

2 ECTS

Teaching methods

brainstorming / project method

Method of verifying education

project / activity during classes

OBJECTIVES

The student knows and understands the key theoretical issues related to emerging markets and is able to analyze, at a basic level, the functioning of these markets within international relations. The student can also examine the factors influencing the development of emerging markets.

COURSE CONTENT

- Emerging markets – introductory issues
- List of emerging markets according to MSCI
- List of emerging markets according to FTSE
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- The significance and role of emerging markets in shaping international relations
- Globalization and emerging markets

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Acquires knowledge of concepts related to emerging markets in international relations
- Acquires knowledge of the list of emerging markets according to MSCI
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In terms of skills:

- Identifies and distinguishes emerging markets
- Recognizes and analyzes the theories and mechanisms shaping emerging markets
- Explains and illustrates the impact of the geopolitical environment on emerging markets

In terms of social competencies:

- Demonstrates critical thinking skills that allow for formulating independent assessments of the functioning of emerging markets
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- Has the ability to express and defend personal viewpoints confidently while respecting and tolerating differing opinions