

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z							
Unit: Lecture in the social sciences [moduł]							
Course title: Behavioral Economics (ekonomia behawioralna) (OGÓLNOUCZELNIA NE)					Course code: HUM156AIIJ3432_4S		
Name of field of study: Global Communication							
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:		
Course / module status elective				Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	lecture	30	0	pg	3	
Total			30			3	
Course / module coordinator	dr AGNIESZKA BRETYN						
Course instructor	dr AGNIESZKA BRETYN						
Course / module objectives	The aim of the course is to familiarize the student with the behavioral perspective of economics and selected possibilities of applying this field in practice. Students will become acquainted with the interdisciplinary trend in economics in order to understand real, not abstract models of behavior of economic participants.						
Prerequisites	none						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	the student knows the concepts and theories of behavioral economic, an interdisciplinary approach in the analysis of behavioral models of economic life participants				
	2	EP2	the student knows and characterizes the key behavioral determinants influencing the process of evaluation and making economic decisions				
skills	1	EP3	the student designs decision situations with the use of economic experiment				
	2	EP4	the student is able to recognize, analyze and evaluate behavioral factors in the decision-making process				
social competences	1	EP5	the student is ready to get involved in the preparation of the project - economic experiment and presents the results of the team's work				
	2	EP6	the student demonstrates a willingness to discuss the behavioral aspects of economic activities				
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Behavioral Economics (ekonomia behawioralna)							
Format of instruction: lecture							
1. The genesis of behavioral economics					3	3	0
2. Relations between economics and psychology					3	3	0
3. Moral and social values in economic behavior					3	3	0

4. Mood and emotions in the process of making economic decisions				3	3	0
5. Heuristics and cognitive biases in judgment and decision-making				3	3	0
6. Analysis of macroeconomic phenomena and processes - behavioral approach				3	3	0
7. Nudges - choice architecture				3	3	0
8. Preferences in conditions of uncertainty and risk. Prospect theory and its implications				3	3	0
9. Behavior in economic games				3	3	0
10. Social preferences and their impact on economic activities - fair play, altruism, trust				3	3	0
Modes of delivery	lecture with the use of multimedia techniques; lecture with elements of conversations; case studies					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	PROJEKT				EP1,EP2,EP3,EP4,EP5,EP6	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Individual or group project (and presentation) involving the use of the economic experiment method in a selected decision-making situation.					
	Grade calculation principles					
	The final grade for the course is the lecture grade.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	3	Behavioral Economics (ekonomia behawioralna)			Ważona	
	3	Behavioral Economics (ekonomia behawioralna) [wykład]		zaliczenie z oceną		1,00
Basic reading	Kahneman D. (2013): Thinking, Fast and Slow, Macmillan					
	Thaler R. (2000): Mental accounting matters [in:] Choices, Values and Frames, Cambridge, Massachussets					
	Thaler R. (2018): Misbehaving: The Making of Behavioral Economics					
Supplementary reading	Ariely D. (2018): Potęga irracjonalności, Smak Słowa, Sopot					
	Orlik K. (2017): Makroekonomia behawioralna, CeDeWu, Warszawa					
STUDENT WORKLOAD						
		No. of hours				
				including e-learning		
Contact hours		30		0		
Participation in test / exam		0		0		
Preparation for contact hours		0		0		
Private reading and studying		13		0		
Participation in tutorials		12		0		
Preparation of project / essay / etc.		20		0		
Preparation for test / exam		0		0		

TOTAL workload	75
ECTS credits	3

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Unit: Lecture in the social sciences [moduł]						
Course title: Civil and commercial law in business (prawo cywilne i handlowe w biznesie) (OGÓLNOUCZELNIA NE)					Course code: HUM156AIIJ3435_8S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:	
Course / module status elective				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	lecture	15	0	pg	2
Total			15			2
Course / module coordinator	dr KONRAD GARNOWSKI					
Course instructor	dr KONRAD GARNOWSKI					
Course / module objectives	The purpose of the course is to familiarize students with the legal framework of conducting business activity, with particular emphasis on civil and commercial law aspects, including those related to forms of doing business and contractual relationships.					
Prerequisites	The purpose of the course is to familiarize students with the legal framework of conducting business activity, with particular emphasis on civil and commercial law aspects, including those related to forms of doing business and contractual relationships.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	the student has the ability to navigate in the system of civil law within the scope of regulations related to conducting business activity			
	2	EP2	the student knows and understands views of jurisprudence and judicial decisions concerning legal institutions related to business activity			
skills	1	EP3	the student has the ability to navigate in the system of civil law within the scope of regulations related to conducting business activity			
	2	EP4	the student has the ability to apply knowledge of civil law in solving theoretical and practical problems related to business operations			
social competences	1	EP5	the student is ready to undertake business activities in the selected area			
	2	EP6	the student is able to critically evaluate his/her knowledge and recognize the importance of knowledge in recognizing cognitive and practical problems associated with business operations			
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Civil and commercial law in business (prawo cywilne i handlowe w biznesie)						
Format of instruction: lecture						
1. Civil law and commercial law in business - characteristics, basic terms and sources of law					4	1 0

2. Subjects of civil law and their characteristics in the context of business activity				4	2	0
3. Selected aspects of general part of civil law from the perspective of business activity (forms of legal acts, representation, commercial proxy, limitation of claims)				4	2	0
4. Companies, partnerships and other forms of conducting business activity				4	2	0
5. Contractual obligations - typical contracts and contractual clauses				4	2	0
6. Civil liability of entrepreneurs				4	2	0
7. Recovery of claims of entrepreneurs				4	2	0
8. Protection of intellectual property in business				4	2	0
Modes of delivery	lecture					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	SPRAWDZIAN				EP1,EP2,EP3,EP4,EP5,EP6	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	The final grade is the grade received from the test. The grade of the test depends on the number of points obtained according to the following criteria: less than 60% - 2.0 - the work does not meet the minimum criteria - points will be awarded when the student repeats the entire material, 60%- 69% - 3.0 - the work meets the minimum criteria, 70%- 74% - 3.5 - satisfactory but with significant deficiencies, 75%-84% - 4.0 - solid work with noticeable errors, 85%-89% - 4.5 - above average standard - with some errors, 90%-100% - 5.0 - outstanding performance - results with only secondary errors allowed.					
	Grade calculation principles					
	The final grade for the course is the lecture grade.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	4	Civil and commercial law in business (prawo cywilne i handlowe w biznesie)		Ważona		
	4	Civil and commercial law in business (prawo cywilne i handlowe w biznesie) [wykład]	zaliczenie z oceną		1,00	
Basic reading	Dajczak W., Szwarc A., Wiliński P. (2011): Handbook of Polish Law					
	Frankowski S. (2005): Introduction to Polish Law, Zakamycze					
	Jabłońska-Bonca J. (2013): Wprowadzenie do prawa. Introduction to law, Lexis Nexis					
	Lewandowski R. (2007): Polish Commercial Law: An Introduction, C.H. Beck					
Supplementary reading						
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		15		0		
Participation in test / exam		2		0		
Preparation for contact hours		0		0		
Private reading and studying		15		0		

Participation in tutorials	8	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	10	0
TOTAL workload	50	
ECTS credits	2	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z							
Unit: Lecture in the social sciences [moduł]							
Course title: Climate Policy (polityka klimatyczna) (OGÓLNOUCZELNIAE)					Course code: HUM156AIJ3439_9S		
Name of field of study: Global Communication							
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:		
Course / module status elective			Language of instruction: semester: 4 - english language				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	lecture	15	0	pg	2	
Total			15			2	
Course / module coordinator	dr MARTA SZULC						
Course instructor	dr MARTA SZULC						
Course / module objectives	Gain knowledge about climate policy as well as the competencies and skills to influence the shaping of youth policy worldwide.						
Prerequisites	none						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	the student will gain knowledge about youth policy				
	2	EP2	the student will learn vocabulary regarding climate policy				
skills	1	EP3	students will be able to conduct a discussion regarding Climate policy				
	2	EP4	students will be able to create opinion about climate policy				
social competences	1	EP5	students will be able to create climate policy in local level				
	2	EP6	students will be able to create climate policy in regional level				
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Climate Policy (polityka klimatyczna)							
Format of instruction: lecture							
1. Climate policy- concepts and definitions					4	1	0
2. The Paris agreement					4	2	0
3. International Climate Governance					4	1	0
4. Climate change mitigation					4	1	0
5. Climate change communication					4	1	0
6. Climate Policy Solution for the changing world					4	1	0

7. Climate Policy in EU			4	1	0
8. Climate Policy in Poland			4	1	0
9. Climate Policy from the perspective of various countries			4	2	0
10. Climate Change Policy social movements			4	2	0
11. The impact of the Covid-19 pandemic on climate policy			4	1	0
12. The future of Climate Policy			4	1	0
Modes of delivery	lecture				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	PROJEKT			EP1,EP2,EP3,EP4,EP5,EP6	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	The student will present the prepared project.				
	Grade calculation principles				
	The final grade for the course is the lecture grade.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Climate Policy (polityka klimatyczna)		Ważona	
	4	Climate Policy (polityka klimatyczna) [wykład]	zaliczenie z oceną		1,00
Basic reading	How we can combat climate change. The world has until 2030 to drastically cut our emissions. Where do we begin? : , https://www.washingtonpost.com/news/opinions/wp/2019/01/02/feature/opinion-here-are-11-climate-change-policies-to-fight-for-in-2019/				
	Jennifer Marlon, Liz Neyens, Martial Jefferson, Peter Howe, Matto Mildenberger and Anthony Leiserowitz (2022): Yale Climate Opinion Maps 2021, Feb 2022, https://climatecommunication.yale.edu/visualizations-data/ycom-us/				
	Samer Fawzy, Ahmed I. Osman, John Doran, David W. Rooney (2020): Strategies for mitigation of climate change: a review, Environmental Chemistry Letters (18:2069–2094), https://doi.org/10.1007/s10311-020-01059-w				
	Sara Cognuck González and Emilia Numer (2020): What is climate governance?, Panama				
	"2040" - the movie				
	The Paris agreement				
Supplementary reading	Climate Policy Journal :				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		15		0	
Participation in test / exam		0		0	
Preparation for contact hours		0		0	
Private reading and studying		15		0	
Participation in tutorials		5		0	

Preparation of project / essay / etc.	15	0
Preparation for test / exam	0	0
TOTAL workload	50	
ECTS credits	2	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Unit: Elective courses (przedmioty do wyboru) [moduł]						
Course title: Communication and Health (komunikacja i zdrowie) (KIERUNKOWE)					Course code: HUM156AIJ3442_24S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:	
Course / module status elective				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	conversation	30	0	pg	4
Total			30			4
Course / module coordinator	dr EWA GLAPKA					
Course instructor	dr EWA GLAPKA					
Course / module objectives	To teach students methods of discourse analysis as well as the skills of independently applying them to research on health To teach students to independently formulate research questions and present a scientific account of the problem in the form of a text or a presentation					
Prerequisites	Command of English language at C1 level.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	an advanced level of knowing and understanding relevant terminology of discourse analysis, as well of its origin and applicability in research on health			K_W01 K_W09
	2	EP2	has an advanced level of knowing and understanding of the relationship between discourse analysis and other disciplines, and knows how to approach discursive construction of health from an interdisciplinary perspective			K_W01 K_W09
skills	1	EP3	knows how to apply the acquired knowledge to solving problems related with the relationship between communication and health			K_U01 K_U02 K_U03
	2	EP4	in the context of health communication and its linguistic, cultural and social determinants, is able to select sources, select and critically analyze information in order to synthesize it or solve a research problem			K_U01 K_U02 K_U03
social competences	1	EP5	is ready to advocate and defend an open-minded attitude to questions of the relationship between communication and health			K_K01 K_K02 K_K03
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Communication and Health (komunikacja i zdrowie)						
Format of instruction: conversation						
1. Discourse and health as a social construct					4	6 0

2. Approaches to discourse and health			4	6	0
3. Discursive commodification of health			4	6	0
4. Discourse and mental health			4	6	0
5. Discourse of health campaigns			4	6	0
Modes of delivery	didactic discussion, demonstration with description, debate, individual discussion of research problems				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	PREZENTACJA			EP1,EP2,EP3,EP4,EP5	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP1,EP2,EP3,EP4,EP5	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	The final grade is the grade for the presentation (90%) and the grade for activity during classes (10%). Presentation evaluation scale: 90%-100% 5.0 85%-89% 4.5 75%-84% 4.0 70%-74% 3.5 60%-69% 3				
	Grade calculation principles				
	The grade for the subject is the grade for the course.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Communication and Health (komunikacja i zdrowie)		Ważona	
	4	Communication and Health (komunikacja i zdrowie) [konwersatorium]	zaliczenie z oceną		1,00
Basic reading	Benwell, B. & E. Stokoe (2006): Discourse and Identity, Edinburgh University Press, Edinburgh				
	Brookes, G. & Hunt, D. (2022): Analysing Health Communication: Discourse Approaches, Palgrave Macmillan, Cham				
	Gwyn, R. (2002): Communicating Health and Illness, SAGE Publications, London				
Supplementary reading	Galasiński, D. (2017): Discourses of Men's Suicide Notes: A Qualitative Study, Bloomsbury Academic, London				
	Thelandersson, F. (2023): 21st Century Media and Female Mental Health: Profitable Vulnerability and Sad Girl Culture, Palgrave Macmillan, Cham				
	Woolley, D. (2023): Consuming the Body: Capitalism, Social Media and Commodification, Palgrave Macmillan, Cham				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		30	0		
Participation in test / exam		2	0		
Preparation for contact hours		15	0		
Private reading and studying		21	0		
Participation in tutorials		15	0		

Preparation of project / essay / etc.	17	0
Preparation for test / exam	0	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Course title: Communication and Social Identities (komunikacja i tożsamości społeczne) (KIERUNKOWE)					Course code: HUM156AIIJ3442_23S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 3 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	conversation	30	0	pg	3
Total			30			3
Course / module coordinator	dr MAŁGORZATA SOKÓŁ					
Course instructor	dr MAŁGORZATA SOKÓŁ					
Course / module objectives	Introduction to the key theories related to the concepts of "self", "identity", and "identification". Understanding the role of communication in expressing, negotiating, and contesting social identities. Developing the ability to think critically and interpret communicative practices in which social identities are revealed, negotiated, or contested across different cultural and institutional contexts.					
Prerequisites	Knowledge of English at C1 level					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	knows and understands key theories of the "self", "identity", and "identification", including essentialist, interactionist, narrative, postmodern, and post-structuralist perspectives			K_W01 K_W02 K_W04 K_W09
	2	EP2	possesses structured knowledge of the relationship between communication and the processes of constructing and negotiating identities, based on classical and contemporary concepts in communication studies			K_W01 K_W02 K_W04 K_W09
	3	EP3	knows the main categories and dimensions of social identities (e.g., gender, age, citizenship, sexuality, disability, organizational and community identities) and understands how they are interpreted and represented in communicative practices			K_W01 K_W02 K_W04 K_W09
skills	1	EP4	is able to analyse communicative practices and case studies in terms of how they express and shape individual and collective identities in various social and cultural contexts			K_U01 K_U02 K_U03 K_U04
	2	EP5	is able to critically interpret texts, discourses, and social interactions, using appropriate theories and research methods related to communication and identity			K_U01 K_U02 K_U03 K_U04
social competences	1	EP6	is prepared to participate in communicative practices in a reflective and responsible manner, understanding their impact on the perception and negotiation of identities and on social relations in diverse environments			K_K01 K_K03 K_K05
CONTENT					Semester	No. of hours

						learning
Subject title: Communication and Social Identities (komunikacja i tożsamości społeczne)						
Format of instruction: conversation						
1. Basics of "self" and "identity"				3	4	0
2. Beyond the basics: theories of identity				3	4	0
3. Perspectives on language, communication and identity				3	6	0
4. Social categories and dimensions of identity				3	6	0
5. Researching the relationship between communication and identity				3	4	0
6. Communication and identity: case studies				3	6	0
Modes of delivery		multimedia presentation, interactive lecture, group work, text analysis with discussion				
		The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods						No. of learning outcome from the syllabus
		KOŁOKWIUM				EP1,EP2,EP3,EP4
		PROJEKT				EP1,EP2,EP3,EP4,EP5,EP6
		ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)				EP1,EP2,EP3,EP4,EP5,EP6
		Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria		Successful and timely completion of the written test, project and ongoing class assignments. The final grade is based on individual grades obtained for the written test (40%), project (40%) and class assignments (20%). Grading scale: 90%-100% - 5.0 85%-89% - 4.5 75%-84% - 4.0 70%-74% - 3.5 60%-69% - 3.0				
		Grade calculation principles				
		The course grade is the grade from the conversation.				
Final grade calculation method		Sem.	Course	Type of credit	Grade calc. method	Weight for the average
		3	Communication and Social Identities (komunikacja i tożsamości społeczne)		Ważona	
		3	Communication and Social Identities (komunikacja i tożsamości społeczne) [konwersatorium]	zaliczenie z oceną		1,00
Basic reading		Allen, B.J. (2023): Difference matters: Communicating social identity (3rd ed.), Waveland Press, Long Grove, Illinois				
		Cover, R. (2023): Identity and Digital Communication: Concepts, Theories, Practices, Routledge, London & New York				
		Elliott, A. (2020): Concepts of the Self (4th ed.), Polity Press, Cambridge				
Supplementary reading		Beauchamp, S.R., Baran S.J. (2017): Introduction to Human Communication. Perception, Meaning, and Identity, Oxford University Press, Oxford				
		Elliott, A. (2020): Routledge Handbook of Identity Studies (2nd ed.), Routledge, London & New York				
		Preece, S. (2016): The Routledge Handbook of Language and Identity, Routledge, London & New York				
STUDENT WORKLOAD						
			No. of hours			
			including e-learning			

Contact hours	30	0
Participation in test / exam	4	0
Preparation for contact hours	7	0
Private reading and studying	5	0
Participation in tutorials	15	0
Preparation of project / essay / etc.	7	0
Preparation for test / exam	7	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z							
Course title: Communication in Marketing (komunikacja w marketingu) (KIERUNKOWE)					Course code: HUM156AIIJ3433_22S		
Name of field of study: Global Communication							
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	lecture	15	0	pg	2	
Total			15			2	
Course / module coordinator	dr KAMILA SŁUPIŃSKA						
Course instructor	prof. dr hab. EDYTA RUDAWSKA						
Course / module objectives	The course introduces students to the strategic and operational aspects of marketing communication, with a focus on contemporary tools, media, and mechanisms influencing consumer behavior. It covers both traditional and digital communication instruments, emphasizing their integration, effectiveness, and role within the broader marketing strategy. Students learn how to formulate communication objectives, tailor messages to target groups, evaluate communication tools, and analyze the effectiveness of campaigns in a dynamic media environment.						
Prerequisites	no requirements						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student identifies and explains what marketing communication is and the functions it performs in contemporary markets			K_W03	
	2	EP2	Rozumie cechy, zalety i ograniczenia głównych narzędzi komunikacji, w tym reklamy, PR, sponsoringu, promocji sprzedaży i komunikacji cyfrowej.			K_W10	
skills	1	EP3	Can select appropriate communication tools for specific target audiences and communication objectives.			K_U01	
social competences	1	EP4	Demonstrates readiness to work in teams and co-create communication projects.			K_K04	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Communication in Marketing (komunikacja w marketingu)							
Format of instruction: lecture							
1. The essence and importance of marketing communication					3	1	0
2. Communication objectives and adjusting activities to the target audience					3	2	0
3. Advertising as a tool of formal communication					3	2	0
4. Sales promotion and personal selling					3	2	0
5. Public Relations and sponsorship					3	2	0
6. Modern and unconventional forms of promotion					3	2	0

7. Online communication				3	2	0	
8. Mechanisms of communication effectiveness and its measurement methods				3	2	0	
Modes of delivery	Interactive lecture						
	, Case study analysis						
Assessment methods	, Discussion of real-world campaigns						
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.						
Assessment methods					No. of learning outcome from the syllabus		
	KOLOKWIVUM				EP1,EP2,EP3		
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)				EP3,EP4		
Grading criteria	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
	The written assessment consists of closed-ended questions and a problem-solving task. It verifies the ability to identify, explain, and apply theoretical knowledge in practice (weighting: 80%) and class discussions (weighting: 20%). A minimum score of 60% is required for a satisfactory grade. A minimum score of 70% is required for a satisfactory grade. A minimum score of 80% is required for a good grade. A minimum score of 85% is required for a good grade. A minimum score of 90% is required for a very good grade. A grade for the activities conducted during discussions and case studies contributes to the final grade by adding 0,5 grade.						
	Grade calculation principles						
	The final grade is equal to the lecture grade						
Final grade calculation method	Sem.	Course			Type of credit	Grade calc. method	Weight for the average
	3	Communication in Marketing (komunikacja w marketingu)				Ważona	
	3	Communication in Marketing (komunikacja w marketingu) [wykład]			zaliczenie z oceną		1,00
Basic reading	G. Hajduk (2019): Zarządzanie komunikacją marketingową. Integracja. Nowe media. Outsourcing, Poltext						
	Marketing Chris Fill , Sarah Turnbull (2016): Marketing Communications: Discovery, Creation and Conversations						
	T. Taranko (2018): Komunikacja marketingowa						
Supplementary reading	Kotler Philip, Setiawan Iwan, Kartajaya Hermawan (2021): Marketing 5.0. Technologie Next Tech, MT Biznes						
STUDENT WORKLOAD							
		No. of hours					
		including e-learning					
Contact hours		15			0		
Participation in test / exam		2			0		
Preparation for contact hours		0			0		
Private reading and studying		18			0		
Participation in tutorials		7			0		
Preparation of project / essay / etc.		0			0		
Preparation for test / exam		8			0		
TOTAL workload		50					
ECTS credits		2					

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Unit: Lecture in the social sciences [moduł]						
Course title: Destination North: interpreting heritage tourism space in the Arctic (kierunek północ: problemy przestrzeni turystyki dziedzictwa kulturowego i przyrodniczego Arktyki) (OGÓLNOUCZELNIANE)					Course code: HUM156AIJ3434_11S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	lecture	15	0	pg	2
Total			15			2
Course / module coordinator	dr TOMASZ DUDA					
Course instructor	dr TOMASZ DUDA					
Course / module objectives	To familiarize students with the issues of cultural and natural distinctiveness of the Arctic area. To encourage students to learn and understand the peculiarities of the region and sensitize them to the need for its protection.					
Prerequisites	none					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	knows and understands the most important aspects related to the geographical and cultural peculiarities of the indigenous peoples of the Arctic area (including the Saami, Inuit, Kwen, Kerel, etc.), their distinctiveness and sensitivity			
	2	EP2	knows and understands the most important elements of the natural heritage of the Arctic areas (Lapland, Spitsbergen, Iceland, Greenland and northern Canada); understands the need to preserve and protect them			
skills	1	EP3	can correctly interpret the cultural and natural heritage of Arctic areas in the context of sensitive tourism and sustainable development of the Arctic tourist space			
	2	EP4	engages in discussions related to sustainability in the context of cultural tourism, the creation of authentic Arctic tourism experiences and products - sees the need to preserve and protect them			
social competences	1	EP5	is ready to both constructively and critically evaluate efforts to use Arctic areas in broadly defined tourism activities			
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Destination North: interpreting heritage tourism space in the Arctic (kierunek północ: problemy przestrzeni turystyki dziedzictwa kulturowego i przyrodniczego Arktyki)						
Format of instruction: lecture						
1. What is the Arctic? Geographical, cultural and social characteristics of the Arctic region					4	2 0

2. The specificity, heritage and functioning of the indigenous peoples of the North, in particular the Saami and Inuit - cultural distinctiveness and the problems and barriers in the context of its preservation		4	5	0	
3. Authenticity of the Arctic tourism space in the context of the needs of its sustainable development and sensitivity in the creation of cultural tourism products		4	3	0	
4. Nature and ecotourism vs. cultural tourism. Coexistence or conflict in the context of Arctic heritage tourism space		4	3	0	
5. What's next? How to properly interpret the natural and cultural space of Arctic areas for the development of sustainable heritage tourism?		4	2	0	
Modes of delivery	lecture				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods			No. of learning outcome from the syllabus		
	PRACA PISEMNA/ ESEJ/ RECENZJA		EP1,EP2,EP3,EP4,EP5		
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Credit based on a written work (essay) on the issues of the lecture.				
	Grade calculation principles				
	The final grade for the course is the lecture grade.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Destination North: interpreting heritage tourism space in the Arctic (kierunek północ: problemy przestrzeni turystyki dziedzictwa kulturowego i przyrodniczego Arktyki)		Ważona	
	4	Destination North: interpreting heritage tourism space in the Arctic (kierunek północ: problemy przestrzeni turystyki dziedzictwa kulturowego i przyrodniczego Arktyki) [wykład]	zaliczenie z oceną		1,00
Basic reading	Olsen K. (ed.) (2019): Looking at Arctic tourism through the lens of cultural sensitivity, Lapland University, Rovaniemi				
	Vorren O, Manker E. (1980): Lapończycy, PIW, Warszawa				
Supplementary reading	Butler R. (2018): Sustainable tourism in sensitive environments: a wolf in sheep's clothing? [in:] Sustainability, 10, 1789				
	Lopez B. (2020): Arktyczne marzenia, Marginesy, Warszawa				
	Stępniewicz L. (2022): Na kruchym lodzie. Opowieść o Arktyce i zmianach klimatu, Bezdroża, Kraków				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		15	0		
Participation in test / exam		0	0		
Preparation for contact hours		0	0		
Private reading and studying		12	0		
Participation in tutorials		8	0		
Preparation of project / essay / etc.		15	0		
Preparation for test / exam		0	0		

TOTAL workload	50
ECTS credits	2

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Course title: Diploma Seminar (seminarium dyplomowe) (KIERUNKOWE)					Course code: HUM156AIIJ3442_30S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:	
Course / module status elective			Language of instruction: semester: 1 - english language, semester: 2 - english language, semester: 3 - english language, semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	seminar	30	0	pg	8
	2	seminar	30	0	pg	8
2	3	seminar	30	0	pg	8
	4	seminar	30	0	pg	10
Total			120			34
Course / module coordinator	dr Michał Baran					
Course instructor	dr Michał Baran					
Course / module objectives	Making it possible for the student (i) to get a vast knowledge regarding selected disciplines of linguistics and their methodology, (ii) to develop the skills necessary for writing the diploma thesis and (iii) to shape readiness to taking responsibility for conducted research.					
Prerequisites	Basic knowledge regarding linguistics C1 level of English					
LEARNING OUTCOMES						
Category		No.	Code	Description		Ref. to programme benchmarks
knowledge		1	EP1	Knows methodology, techniques and research tools related to linguistics		K_W01 K_W04 K_W08
		2	EP2	Has a vast knowledge regarding the selected branches of linguistics		K_W01 K_W04
skills		1	EP3	Has the skill of finding, selecting and critically assessing sources necessary for writing the diploma thesis		K_U01 K_U04 K_U07
		2	EP4	Has the skill of formulating research problems, designing a study in order to solve them and describe the results of the study in line with the standards of linguistic research		K_U01 K_U02 K_U03 K_U04 K_U07
social competences		1	EP5	Is ready to taking responsibility for the presented research results and understands ethical responsibility connected with research work		K_K02
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Diploma Seminar (seminarium dyplomowe)						
Format of instruction: seminar						
1. General characteristics of the scope of the diploma seminar					1	15 0

2. MA thesis in practice in theory and practice: topic, title, thesis, methodology			1	15	0
3. Detailed characteristics of the scope of the seminar			2	10	0
4. MA thesis in theory and practice: plagiarism, quoting, paraphrasing, documenting sources and writing bibliography			2	10	0
5. Discussing students' projects			2	10	0
6. Discussing progress in students' work			3	10	0
7. MA thesis in theory and practice: solving research problems			3	20	0
8. Supervising students' work			4	30	0
Modes of delivery	multimedia presentation, individual discussions regarding selected research problems, academic discussion				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	PRACA PISEMNA/ ESEJ/ RECENZJA			EP1,EP2,EP3,EP4,E P5	
	PREZENTACJA			EP1,EP2,EP3,EP4,E P5	
	PRACA DYPLOMOWA			EP1,EP2,EP3,EP4,E P5	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP1,EP2,EP3,EP4,E P5	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	After every semester: meeting the deadlines in submitting the tasks given by the supervisor and delivering a presentation on the progress in research. After fourth semester: submitting the final version of the diploma thesis Grading scale: 90-100% 5.0 85-89% 4.5 75-84% 4.0 70-74% 3.5 60-69% 3.0				
	Grade calculation principles				
	The final grade is equal to the seminar grade.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Diploma Seminar (seminarium dyplomowe)		Ważona	
	1	Diploma Seminar (seminarium dyplomowe) [seminarium]	zaliczenie z oceną		1,00
	2	Diploma Seminar (seminarium dyplomowe)		Ważona	
	2	Diploma Seminar (seminarium dyplomowe) [seminarium]	zaliczenie z oceną		1,00
	3	Diploma Seminar (seminarium dyplomowe)		Ważona	
	3	Diploma Seminar (seminarium dyplomowe) [seminarium]	zaliczenie z oceną		1,00
	4	Diploma Seminar (seminarium dyplomowe)		Ważona	
4	Diploma Seminar (seminarium dyplomowe) [seminarium]	zaliczenie z oceną		1,00	
Basic reading	Halyna M. Kornuta, Ron W. Germaine (2019): A Concise Guide to Writing a Thesis or Dissertation: Educational Research and Beyond, Routledge, Londyn				
	W zależności od wybranego tematu :				
Supplementary reading	David Evans , Paul Gruba , Justin Zobel (2014): How to Write a Better Thesis, Springer Nature , Springer International Switzerland				
	W zależności od wybranego tematu :				

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	120	0
Participation in test / exam	10	0
Preparation for contact hours	150	0
Private reading and studying	130	0
Participation in tutorials	200	0
Preparation of project / essay / etc.	240	0
Preparation for test / exam	0	0
TOTAL workload	850	
ECTS credits	34	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Unit: Elective courses (przedmioty do wyboru) [moduł]						
Course title: Ecolinguistics (ekolingwistyka) (KIERUNKOWE)					Course code: HUM156AIIJ3442_25S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:	
Course / module status elective				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	conversation	30	0	pg	4
Total			30			4
Course / module coordinator	dr MAŁGORZATA SOKÓŁ					
Course instructor	dr MAŁGORZATA SOKÓŁ					
Course / module objectives	Introduction to the fundamental theories and methods of ecolinguistics and critical discourse analysis, as well as the development of skills in interpreting global communication practices related to the environment and ecology. The course focuses on identifying and analysing genres of environmental discourse in public communication and on developing social competences necessary for the critical and responsible reception of ecological messages.					
Prerequisites	Knowledge of English at C1 level					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	explains and describes the theories and analytical tools of ecolinguistics and critical discourse analysis used to examine issues related to environmental protection and ecology			K_W01 K_W02 K_W04 K_W09
	2	EP2	identifies and explains environmental and ecological issues as they appear in public communication			K_W01 K_W02 K_W04 K_W09
	3	EP3	has knowledge of research methods and analytical tools used to analyse and interpret global and local environmental discourses			K_W01 K_W02 K_W04 K_W08 K_W09
skills	1	EP4	is able to apply knowledge of language and communication to interpret global communication practices related to environmental and ecological issues			K_U01 K_U02 K_U03 K_U04
	2	EP5	is able to critically analyse academic literature and independently formulate ideas and arguments on topics concerning the environment and ecology			K_U01 K_U02 K_U03 K_U04
social competences	1	EP6	is ready for critical and responsible reception of ecological messages and demonstrates openness to the values of sustainable development			K_K01 K_K03 K_K05
CONTENT					Semester	No. of hours
						including e-learning

Subject title: Ecolinguistics (ekolingwistyka)					
Format of instruction: conversation					
1. Defining ecolinguistics and environmental communication and their scope			4	4	0
2. The stories we live by - looking at language from an ecological perspective			4	2	0
3. Framing ecological messages: Climate change and climate crisis			4	4	0
4. Communicating ecological issues across cultures			4	4	0
5. Communicating ecological issues across media			4	4	0
6. Communicating ecological issues in institutional contexts			4	4	0
7. Ecology and popular culture			4	4	0
8. Eco-activism and social movements			4	4	0
Modes of delivery	multimedia presentation, interactive lecture, group work, text analysis with discussion				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	KOLOKWNIUM			EP1,EP2,EP3,EP4,EP5	
	PROJEKT			EP1,EP2,EP3,EP4,EP5,EP6	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP1,EP2,EP3,EP4,EP5,EP6	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Successful and timely completion of the written test, project and ongoing class assignments. The final grade is based on individual grades obtained for the written test (40%), project (40%) and class assignments (20%). Grading scale: Skala ocen: 90%-100% - 5.0 85%-89% - 4.5 75%-84% - 4.0 70%-74% - 3.5 60%-69% - 3.0				
	Grade calculation principles				
	The grade for the course is the grade for the conversation.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Ecolinguistics (ekolingwistyka)		Ważona	
	4	Ecolinguistics (ekolingwistyka) [konwersatorium]	zaliczenie z oceną		1,00
Basic reading	Alexander, R.J. (2009): Framing Discourse on the Environment: A Critical Discourse Approach, Routledge, London & New York				
	Anderson, A., Howarth, C. (eds.) (2025): Routledge Handbook on Climate Crisis Communication, Routledge, London & New York				
	Stibbe, A. (2021): Ecolinguistics: Language, Ecology and the Stories We Live By (2nd ed.), Routledge, London & New York				
	https://www.storiescourse.org/				
Supplementary reading	Hansen, A., Cox, R. (eds.) (2015): The Routledge Handbook of Environment and Communication, Routledge, London & New York				
	Penz, H., Fill, A.F. (eds.) (2018): The Routledge Handbook of Ecolinguistics, Routledge, London & New York				
	Pezzullo, P.C., Cox, R. (2018): Environmental Communication and the Public Sphere (5th ed.), Sage, Los Angeles				

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	4	0
Preparation for contact hours	8	0
Private reading and studying	13	0
Participation in tutorials	15	0
Preparation of project / essay / etc.	15	0
Preparation for test / exam	15	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Unit: Lecture in the social sciences [moduł]						
Course title: Economics of Crime and Punishment (ekonomia przestępczości i kar) (OGÓLNOUCZELNIA NE)					Course code: HUM156AIIJ3435_2S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 3 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	lecture	30	0	pg	3
Total			30			3
Course / module coordinator	dr hab. KRISTYNA NIZIOŁ					
Course instructor	dr hab. KRISTYNA NIZIOŁ					
Course / module objectives	The student acquires structured knowledge and skills to analyze basic issues in economics, criminal law. Creating socially required attitudes of revealing and combating economic crimes.					
Prerequisites	The student has basic knowledge of the organization and functioning of the state, public administration, economy.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	knows and understands to an in-depth degree the nature of legal sciences, their place in the system of sciences and their relationship to other sciences in terms of the role, functioning, organization and tasks of uniformed services in the area of activities aimed at ensuring public order and security of the Republic of Poland inside and outside its borders			
	2	EP2	knows and understands to a deeper degree the concepts and principles of lawful conduct of business, especially from the point of view of tax and customs laws, and consequently, the manifestations, causes and consequences of violations of criminal tax laws and the criminal code in this regard			
skills	1	EP3	is able, using his knowledge, to correctly analyze the content of legal regulations, interpret them and determine their consequences from the point of view of the tasks facing the uniformed services			
	2	EP4	is able to communicate with the public correctly using basic knowledge and terminology in the field of law, criminology, forensic science, psychiatry, psychology, sociology			
social competences	1	EP5	is aware of the level of his knowledge and skills, is ready to critically evaluate the knowledge he has and the content he receives, and to undertake his own reflections on the information around him			
	2	EP6	is ready to recognize the importance of knowledge in solving cognitive and practical problems, and to consult experts when having difficulty solving a problem independently			

CONTENT				Semester	No. of hours	
						including e-learning
Subject title: Economics of Crime and Punishment (ekonomia przestępczości i kar)						
Format of instruction: lecture						
1. Basic concepts and problems of economics, criminal law. Traditional theory of criminal law and economics of criminal law				3	6	0
2. Crimes and punishments. A case study				3	4	0
3. The problem of effective punishment to deter crime				3	4	0
4. The economics of selected types of crime				3	16	0
Modes of delivery	lecture; multimedia presentation					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP2,EP3,EP4,EP5,EP6	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	The final grade is determined by the grade given for the prepared essay (on one of the topics given by the lecturer). To write it, the student uses legal acts and literature on criminal law, economic analysis of law, economics. The final grade is determined by the total number of points obtained for the project (10 points each for originality, merit, final conclusions): - 28-30 pts - bdb, - 25-27 pts - db+, - 22-24 pts - db, - 19-21 pts - dst+, - 16-18 pts - dst, - 15 pts and less - ndst.					
	Grade calculation principles					
	The final grade for the course is the lecture grade.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	3	Economics of Crime and Punishment (ekonomia przestępczości i kar)		Ważona		
	3	Economics of Crime and Punishment (ekonomia przestępczości i kar) [wykład]	zaliczenie z oceną		1,00	
Basic reading	Cooter R., Ulen T. (2016): Law and Economics, Berkeley					
	Gary S. Becker and William M. Landes, eds. (1974): Essays in the Economics of Crime and Punishment, New York					
Supplementary reading	Krueger A. B., Maleckova J. (2003): Education, Poverty, and Terrorism: Is There a Connection?, 17 J. ECON. PERSP. 119					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		30	0			
Participation in test / exam		0	0			
Preparation for contact hours		0	0			
Private reading and studying		20	0			
Participation in tutorials		10	0			
Preparation of project / essay / etc.		15	0			
Preparation for test / exam		0	0			

TOTAL workload	75
ECTS credits	3

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z							
Course title: E-learning Training (szkolenie e-learningowe) (ANOTHER TO PASS)					Course code: HUM156AIIJ3730_18S		
Name of field of study: Global Communication							
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory			Language of instruction: semester: 1 - english language				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	discussion classes	2	2	p	0	
Total			2			0	
Course / module coordinator		mgr KONRAD MIELKO					
Course instructor		mgr KONRAD MIELKO					
Course / module objectives		Training students in distance learning methods and techniques, including the functionality of the e-learning platform and forms of electronic communication with lecturers and administration at the University. Demonstrate forms and methods of assessment using distance learning methods and techniques.					
Prerequisites		An active student account in the domain stud.usz.edu.pl. Computer basics.					
LEARNING OUTCOMES							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	knows the basic methods of using Microsoft 365 cloud tools for communication within universities				
	2	EP2	has knowledge of the rules for passing courses taught using distance learning methods and techniques				
	3	EP3	knows the rules of moving on the e-learning platform				
skills	1	EP4	is able to log in to the remote learning platform				
	2	EP5	is able to contact the lecturer and the university staff electronically				
	3	EP6	is able to find the correct subject taught online and correctly sit an exam/assessment online				
	4	EP7	is able to cooperate and communicate with other students and lecturers remotely				
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: E-learning Training (szkolenie e-learningowe)							
Format of instruction: discussion classes							
1. Using the e-learning platform					1	1	1
2. Electronic communication at the university					1	1	1

Modes of delivery	e-learning using the Moodle platform				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	SPRAWDZIAN			EP1,EP2,EP3,EP4,EP5,EP6,EP7	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Obtaining at least 60% of correct answers in the written test.				
	Grade calculation principles				
	Not applicable - the subject ends with a pass without a grade.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	E-learning Training (szkolenie e-learningowe)		Nieobliczana	
	1	E-learning Training (szkolenie e-learningowe) [ćwiczenia]	zaliczenie		
Basic reading					
Supplementary reading					
STUDENT WORKLOAD					
		No. of hours			
			including e-learning		
Contact hours		2	2		
Participation in test / exam		0	0		
Preparation for contact hours		0	0		
Private reading and studying		0	0		
Participation in tutorials		0	0		
Preparation of project / essay / etc.		0	0		
Preparation for test / exam		0	0		
TOTAL workload		2			
ECTS credits		0			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Course title: Entrepreneurship (przedsiębiorczość) (OGÓLNOUCZELNIANE)					Course code: HUM156AIIJ3362_28S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	lecture	10	0	pg	1
Total			10			1
Course / module coordinator	dr ANNA WIECZOREK-SZYMAŃSKA					
Course instructor	dr ANNA WIECZOREK-SZYMAŃSKA					
Course / module objectives	To provide knowledge on how to set up a small business. To develop entrepreneurial skills. To raise awareness of the importance of entrepreneurship in working life.					
Prerequisites	none					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	has knowledge of planning and setting up business activities			K_W11
	2	EP2	is familiar with the basic legal and organisational forms of enterprises			K_W11
skills	1	EP3	can design an entrepreneurial action plan taking into account the influence of external environment factors			K_U06
social competences	1	EP4	is ready to take entrepreneurial action in socio-economic life			K_K03 K_K04
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Entrepreneurship (przedsiębiorczość)						
Format of instruction: lecture						
1. The essence and manifestations of entrepreneurship in socio-economic life					4	2 0
2. Entrepreneurship as a process of planning and setting up a business					4	2 0
3. Legal and organisational forms of conducting business activity in Poland					4	2 0
4. Resources and their importance in the creation of a small enterprise					4	2 0
5. The influence of the external environment on running a small enterprise					4	2 0
Modes of delivery	Lecture with multimedia presentation					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					

Assessment methods					No. of learning outcome from the syllabus
	KOŁOKWIUM				EP1,EP2,EP3,EP4
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	The student needs to pass the final written test (15 questions, each worth 1 point). The final grade is equal to the test grade. Grading scale: 90% - 100% 5.0 85%-89% 4,5 75%-84% 4,0 70-74% 3,5 60-69% 3,0				
	Grade calculation principles				
	The final grade is equal to the lecture grade.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Entrepreneurship (przedsiębiorczość)		Ważona	
	4	Entrepreneurship (przedsiębiorczość) [wykład]	zaliczenie z oceną		1,00
Basic reading	Alexander Ostelwalder, Yves Pigneur, Business Model Generation, John Wiley and Sons, 2010 :				
	Carter, S. and Jones -Evans, D. (2012) Enterprise and SmallBusiness: Principles, Practice and Policy. London: Pearson. :				
	Eric Ries, The Lean Startup ..., Currency, 2011 :				
	Tracy Brian, Entrepreneurship + How to Start and Grow Your Own Business : G/D 2019 :				
Supplementary reading					
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		10	0		
Participation in test / exam		0	0		
Preparation for contact hours		0	0		
Private reading and studying		7	0		
Participation in tutorials		3	0		
Preparation of project / essay / etc.		0	0		
Preparation for test / exam		5	0		
TOTAL workload		25			
ECTS credits		1			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Course title: Grammar II (gramatyka II) (PODSTAWOWE)					Course code: HUM156AIIJ3442_12S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	laboratory	30	0	pg	4
Total			30			4
Course / module coordinator	mgr Paweł Tuz					
Course instructor	mgr Paweł Tuz					
Course / module objectives	Further improvement and application of the English grammar; shaping linguistic competence in English at C2 level					
Prerequisites	C1 level of English. Readiness to work regularly in the classroom and at home					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	the student knows how to use spoken and written English correctly; knows how to construct elaborate oral and written texts			K_W01 K_W04 K_W05
	2	EP2	the student knows the terms which are used to describe parts of speech in English and Polish; knows parts of speech and the rules of parsing sentences			K_W01 K_W04 K_W05
	3	EP3	knows the theoretical dilemmas related to the notion of grammatical correctness, the prescriptive and descriptive perspective, as well as selected characteristics of the grammar of English varieties other than the British standard variety			K_W01 K_W04 K_W05 K_W07
skills	1	EP4	the student can fluently express herself/himself in spoken and written English at C2 level of Common European Framework of Reference for Languages			K_U04 K_U08
	2	EP5	the student can evaluate the reliability of mono- and bilingual dictionaries; can select and implement the information about parts of speech using various sources and modern technology			K_U01 K_U04 K_U08
	3	EP6	the student is able to evaluate oral and written forms of English as expressed by other language users; is able to critically evaluate her/his own language level			K_U01 K_U04 K_U08
	4	EP7	is capable of (according to the communicative needs of the moment) selecting an appropriate (standard vs non-standard) variety of the English language			K_U01 K_U03 K_U04 K_U08

social competences	1	EP8	the student is ready to understand the need for constant learning and development and is able to critically evaluate his/her own language competence	K_K01 K_K02 K_K05	
	2	EP9	the student is ready to prioritize and plan the tasks which must be completed in order to successfully meet the self-imposed as well as externally imposed deadlines	K_K02 K_K03	
CONTENT			Semester	No. of hours	
					including e-learning
Subject title: Grammar II (gramatyka II)					
Format of instruction: laboratory					
1. The concept of grammatical correctness: Prescriptivism vs descriptivism. The history of codifying the English grammar. Standard language ideology			1	2	0
2. In-depth analysis and less frequent uses: comprehensive comparison of grammatical tenses			1	4	0
3. In-depth analysis and less frequent uses: modal verbs			1	2	0
4. In-depth analysis and less frequent uses: passive voice			1	2	0
5. In-depth analysis and less frequent uses: reported speech			1	2	0
6. In-depth analysis and less frequent uses: inversion and emphatic structures			1	2	0
7. In-depth analysis and less frequent uses: conditionals			1	2	0
8. In-depth analysis and less frequent uses: nouns			1	2	0
9. In-depth analysis and less frequent uses: articles			1	4	0
10. In-depth analysis and less frequent uses: pronouns			1	2	0
11. In-depth analysis and less frequent uses: adjectives and adverbs			1	2	0
12. Controversies in English grammar (prescriptive approach). Selected grammatical phenomena in varieties other than the British standard: in national varieties of English-speaking countries (e.g. the USA, Ireland, India, Nigeria), in regional dialect, in sociolects (e.g. African American Vernacular English). Selected grammatical phenomena in the English of non-native users (descriptive approach)			1	4	0
Modes of delivery	didactic discussion, pairwork, groupwork, text analysis and discussion, practical exercises with predominant student involvement, multimedia presentation				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8,EP9	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)			EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8,EP9	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Passing the final written test. Grading scale: 90%-100% 5.0 85%-89% 4.5 75%-84% 4.0 70%-74% 3.5 60%-69% 3.				
	Grade calculation principles				
	The grade for the subject is the grade from the laboratory.				

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Grammar II (gramatyka II)		Ważona	
	1	Grammar II (gramatyka II) [laboratorium]	zaliczenie z oceną		1,00
Basic reading	Hewings, Martin : Grammar for CAE and proficiency : with answers : self-study grammar reference and practice				
Supplementary reading	Osborne, Mark and Dooley, Jenny : Grammar & Vocabulary Booster C2				
STUDENT WORKLOAD					
		No. of hours			
			including e-learning		
Contact hours	30		0		
Participation in test / exam	2		0		
Preparation for contact hours	19		0		
Private reading and studying	14		0		
Participation in tutorials	15		0		
Preparation of project / essay / etc.	0		0		
Preparation for test / exam	20		0		
TOTAL workload		100			
ECTS credits		4			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Course title: History of Communication (historia komunikacji) (KIERUNKOWE)					Course code: HUM156AIIJ3442_29S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	conversation	30	0	pg	4
Total			30			4
Course / module coordinator	dr MONIKA SKORASIŃSKA					
Course instructor	dr MONIKA SKORASIŃSKA					
Course / module objectives	The course aims to develop students' in-depth knowledge of the historical development of linguistic communication and its socio-cultural contexts, their ability to analyze historical sources and contemporary media materials, anticipate linguistic changes, and foster ethical awareness and responsible participation in academic, public, and digital discourse.					
Prerequisites	Proficiency in English at the C1 level					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	has a deep knowledge and understanding of the historical development of communication and of the influence of socio-cultural factors on the evolution of language and communication styles			K_W02 K_W04 K_W07 K_W09
skills	1	EP2	has the ability to analyze and interpret historical sources as well as contemporary media materials, identifying changes in communication practices, language styles, discourse structures, and the impact of media on society			K_U01 K_U04
	2	EP3	is able to formulate their own forecasts of future linguistic changes, based on data and scholarly literature, and to present them clearly, coherently, and in a manner appropriate for an academic register			K_U03 K_U04
social competences	1	EP4	is aware of the social, cultural, and ethical consequences of the development of communication, including the impact of mass and digital media on changes in language			K_K01 K_K03
	2	EP5	demonstrates readiness to participate responsibly in academic, public and digital discourse, respecting the principles of accuracy, critical thinking, and conscious use of language in interpersonal and media communication			K_K05
CONTENT					Semester	No. of hours
						including e-learning
Subject title: History of Communication (historia komunikacji)						
Format of instruction: conversation						
1. The origins of language and early linguistic communication.					1	6 0

2. Writing systems and the linguistic impact of literacy.				1	6	0
3. Language in the age of mass media.				1	6	0
4. Digital communication and the transformation of language practices.				1	6	0
5. Linguistic changes and the future of communication.				1	6	0
Modes of delivery	interactive lecture, academic discussion, pair work, group work					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	KOŁOKWIUM				EP1,EP2,EP3,EP4,EP5	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Obtaining a passing grade on the written test. Grading scale: 90%-100% 5.0 85%-89% 4.5 75%-84% 4.0 70%-74% 3.5 60%-69% 3.0					
	Grade calculation principles					
	The grade for the course is the grade obtained from the seminar.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	1	History of Communication (historia komunikacji)			Ważona	
	1	History of Communication (historia komunikacji) [konwersatorium]		zaliczenie z oceną		1,00
Basic reading	Crystal, David (1997): The Cambridge Encyclopedia of Language, Cambridge University Press, Cambridge					
	Heyer, Paul & Urquhart, Peter. (eds). (2019): Communication in History: Stone Age Symbols to Social Media, Routledge, London & New York					
	Jean Aitchison (1998): The seeds of speech : language origin and evolution, Cambridge University Press, Cambridge					
Supplementary reading	Anne Reboul (2019): Cognition and communication in the evolution of language, Oxford University Press, Oxford					
	Crystal, David (2001): Language and the Internet, Cambridge University Press, Cambridge					
	Yves Winkin (2007): Antropologia komunikacji : od teorii do badań terenowych, Wydawnictwa Uniwersytetu Warszawskiego, Warszawa					
STUDENT WORKLOAD						
		No. of hours				
				including e-learning		
Contact hours		30		0		
Participation in test / exam		2		0		
Preparation for contact hours		20		0		
Private reading and studying		13		0		
Participation in tutorials		15		0		
Preparation of project / essay / etc.		0		0		
Preparation for test / exam		20		0		

TOTAL workload	100
ECTS credits	4

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z							
Unit: Lecture in the social sciences [moduł]							
Course title: Human Resources Management (zarządzanie zasobami ludzkimi) (OGÓLNOUCZELNIANE)					Course code: HUM156AIJ3433_5S		
Name of field of study: Global Communication							
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:		
Course / module status elective				Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	lecture	30	0	pg	3	
Total			30			3	
Course / module coordinator	dr inż. ALICJA NERĆ-PEŁKA						
Course instructor	dr inż. ALICJA NERĆ-PEŁKA						
Course / module objectives							
Prerequisites							
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	the student has knowledge about the selection, remuneration, motivation and evaluation of employees				
	2	EP2	the student knows contemporary trends in human resources management				
skills	1	EP3	the student is able to manage human resources in organizations				
	2	EP4	the student is able to actively work in a group, taking on various roles				
social competences	1	EP5	the student is ready to follow the principles of work ethics when creating a human resources management system				
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Human Resources Management (zarządzanie zasobami ludzkimi)							
Format of instruction: lecture							
1. Conception of Humane Resource Management					3	4	0
2. Staff planning					3	2	0
3. The employee selection					3	2	0
4. Employment and adaptation of a new employee					3	4	0
5. Employee evaluation					3	4	0
6. Personnel reward					3	2	0

7. Employee motivation				3	2	0
8. Personnel development				3	2	0
9. Employee dismissal				3	2	0
10. Personnel process organization				3	2	0
11. Humane Resource Management challenges				3	4	0
Modes of delivery	academic lecture, case studies, discussion, presentation, project, activation tasks					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	SPRAWDZIAN				EP2,EP3,EP5	
	PREZENTACJA				EP1,EP2,EP3,EP5	
	PROJEKT				EP1,EP2,EP3,EP4,EP5	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	•					
	Grade calculation principles					
	•					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	3	Human Resources Management (zarządzanie zasobami ludzkimi)			Ważona	
	3	Human Resources Management (zarządzanie zasobami ludzkimi) [wykład]		zaliczenie z oceną		1,00
Basic reading						
Supplementary reading						
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		30		0		
Participation in test / exam		2		0		
Preparation for contact hours		0		0		
Private reading and studying		15		0		
Participation in tutorials		5		0		
Preparation of project / essay / etc.		15		0		
Preparation for test / exam		8		0		
TOTAL workload		75				
ECTS credits		3				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z							
Unit: Additional Foreign Language (Dodatkowy język obcy)							
Course title: Italian language (język włoski) (PODSTAWOWE)					Course code: HUM156AIJ3362_31S		
Name of field of study: Global Communication							
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:		
Course / module status elective			Language of instruction: semester: 2 - english language (30%) język włoski (70%), semester: 3 - english language (30%) język włoski (70%), semester: 4 - język włoski				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	laboratory	80	0	pg	8	
2	3	laboratory	80	0	pg	8	
	4	laboratory	80	0	e	10	
Total			240			26	
Course / module coordinator		mgr ANGELO SOLLANO					
Course instructor		mgr ANGELO SOLLANO					
Course / module objectives		Developing knowledge and skills for communicating in Italian at the A2 level, as well as the readiness to notice connections and differences between one?s own culture and the foreign culture.					
Prerequisites		Basic skills and habits for a successful learning of a foreign language.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	the student has a systematic knowledge of A2 Italian grammar and vocabulary			K_W06	
skills	1	EP2	can read and understand simple texts in Italian concerning everyday topics			K_U05	
	2	EP3	can write a simple text in the Italian language			K_U05	
	3	EP4	can talk about basic topics using the Italian language			K_U05	
social competences	1	EP5	understands the need for life-long learning			K_K01 K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Italian language (język włoski)							
Format of instruction: laboratory							
1. Basic rules of pronunciation and spelling. Greetings and farewells. Introducing oneself and others. Politeness. Thanking and apologizing.					2	20	0
2. Nouns: gender and number. Articles, numerals. Adjectives, colours, nationalities. Describing a person.					2	20	0
3. Verbs in the present tense: regular, irregular, auxiliary, modal, reflexive. Conversation: at a bar, in a restaurant. Free time. Work and study.					2	20	0
4. Prepositions, adverbs of place and time. Describing daily activities.					2	20	0

5. Getting around the town. Describing a flat.		3	20	0
6. Possessive pronouns. Describing the family. Holidays and traditions. Italian cuisine, recipes.		3	20	0
7. Verb: presente progressivo. Shopping. Fashion. Describing clothing.		3	20	0
8. Verb: passato prossimo. Conversation: means of transport. Travel. Holidays. Hotel services. Biography of a famous person.		3	20	0
9. Verb: futuro semplice. Describing the weather.		4	20	0
10. Pronouns, direct and indirect objects. Music and opera. Literature, cinema, TV.		4	20	0
11. Verb: imperfetto. Describing feelings and emotions.		4	20	0
12. Conditional mood. Conversation: the human body. Health. Sport.		4	20	0
Modes of delivery	multimedia presentation, group work, text analysis with discussion, written assignments			
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.			
Assessment methods				No. of learning outcome from the syllabus
	EGZAMIN USTNY			EP1,EP2,EP4,EP5
	EGZAMIN PISEMNY			EP1,EP2,EP3,EP5
	KOŁOKWIUM			EP1,EP2,EP3,EP4,EP5
	PRACA PISEMNA/ ESEJ/ RECENZJA			EP1,EP2,EP3,EP4,EP5
	PREZENTACJA			EP1,EP2,EP3,EP4,EP5
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP1,EP2,EP3,EP4
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.			
Grading criteria	Grading after Semester 2 and 3: The grade for the assessment after semesters 2 and 3 is calculated based on the positive results of all written tests and assignments during the semester. The grade is computed as an average of the partial grades.			
	Exam (after Semester 4): Admission to the exam is based on attendance and participation in classes, as well as obtaining positive results on all tests throughout the semester. The final grade is the average of grades obtained from the written and oral exam.			
	Grading Scale: 92% - 100%: Excellent, 84% - 91%: Good Plus 76% - 83%: Good 68% - 75%: Satisfactory Plus 60% - 67%: Satisfactory			
Final grade calculation method	Grade calculation principles			
	The final grade in semester 2 and 3 is equal to the lab grade. The final grade in semester 4 is equal to the exam grade.			
	Sem.	Course	Type of credit	Grade calc. method
	2	Italian language (język włoski)		Ważona
	2	Italian language (język włoski) [laboratorium]	zaliczenie z oceną	1,00
	3	Italian language (język włoski)		Ważona
	3	Italian language (język włoski) [laboratorium]	zaliczenie z oceną	1,00
	4	Italian language (język włoski)		Ważona
	4	Italian language (język włoski) [laboratorium]	egzamin	1,00

Basic reading	M.F. Diaco, M.G. Tommasini : Spazio Italia 1,2, Loescher	
	T. Marin : Nuovissimo Progetto Italiano, Edilingua	
Supplementary reading	C. Mazzotta : Italiano in pratica, Alma	
	F. Colombo : Attiva il lessico 1, Le Monnier	
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	240	0
Participation in test / exam	12	0
Preparation for contact hours	119	0
Private reading and studying	30	0
Participation in tutorials	120	0
Preparation of project / essay / etc.	20	0
Preparation for test / exam	109	0
TOTAL workload	650	
ECTS credits	26	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z							
Course title: Library Training (szkolenie biblioteczne) (ANOTHER TO PASS)					Course code: HUM156AIIJ3487_17S		
Name of field of study: Global Communication							
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory			Language of instruction: semester: 1 - english language				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	lecture	2	2	p	0	
Total			2			0	
Course / module coordinator		mgr BEATA BEKASZ					
Course instructor		mgr BEATA BEKASZ					
Course / module objectives		To prepare students for active use of the University of Szczecin Library's collections and services. To provide students with knowledge about the principles of using the Library, the Library's collections, the library and information system library-information system. To acquaint students with the basic notions of Library Science and Information Science.					
Prerequisites		Filling in by the student the pre-registration form available on the University of Szczecin University Main Library website.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	knows basic terms related to the use of the Library (library system, catalogue, reference, interlibrary loan, renewal), library and information system of the library				
skills	1	EP2	can search for the publications he/she needs in the catalogue of the use the various search fields in the library catalogue and apply various search methods				
social competences	1	EP3	is willing to search for information to further his/her knowledge and interests				
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: Library Training (szkolenie biblioteczne)							
Format of instruction: lecture							
1. Use of library resources and services. Ability to use electronic databases and locate the publications you are looking for. Creating search queries. Narrowing and expanding search queries. Placing an order for a searched publication. Checking your account. Making renewals of a borrowed book.					1	2	2
Modes of delivery		E-learning course					
		The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					

Assessment methods					No. of learning outcome from the syllabus
	SPRAWDZIAN				EP1,EP2,EP3
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Successful completion of the on line test is a prerequisite for passing.				
	Grade calculation principles				
	Not applicable - the subject ends with a pass without a grade.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Library Training (szkolenie biblioteczne)		Nieobliczana	
	1	Library Training (szkolenie biblioteczne) [wykład]	zaliczenie		
Basic reading	materiały informacyjne oraz dydaktyczne udostępniane podczas prezentacji szkolenia				
Supplementary reading	dostępne regulaminy : Biblioteki Głównej oraz Biblioteki Humanistycznej :				
	regulaminy bibliotek wydziałowych :				
STUDENT WORKLOAD					
		No. of hours			
				including e-learning	
Contact hours	2		2		
Participation in test / exam	0		0		
Preparation for contact hours	0		0		
Private reading and studying	0		0		
Participation in tutorials	0		0		
Preparation of project / essay / etc.	0		0		
Preparation for test / exam	0		0		
TOTAL workload	2				
ECTS credits	0				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z							
Course title: Media Communication and Society (komunikacja medialna i społeczeństwo) (KIERUNKOWE)					Course code: HUM156AIIJ3442_27S		
Name of field of study: Global Communication							
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	conversation	30	0	pg	3	
Total			30			3	
Course / module coordinator	dr EWA GLAPKA						
Course instructor	dr EWA GLAPKA						
Course / module objectives	To teach students methods of discourse analysis as well as the skills of independently applying discursive analytic methods to research on media To teach students to independently formulate research questions and present a scientific account of the problem in the form of a text or a presentation						
Prerequisites	Command of English language at C1 level						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	has an advanced level of knowing and understanding relevant terminology of discourse analysis, as well of its origins and applicability in research on media			K_W01 K_W02 K_W04	
	2	EP2	knows and understands the relationship between discourse analysis and other disciplines, and knows how to approach socially constructive role of media discourse from an interdisciplinary perspective			K_W01 K_W02 K_W04	
skills	1	EP3	knows how to apply the acquired knowledge to solving problems related with the relationship between media and society			K_U01 K_U02 K_U03	
	2	EP4	is able to appropriately apply discourse analysis methods in their own research analyses regarding the role of the media in society			K_U01 K_U02 K_U03	
social competences	1	EP5	is ready to advocate and defend an open-minded attitude to questions of the role of media in life			K_K01 K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Media Communication and Society (komunikacja medialna i społeczeństwo)							
Format of instruction: conversation							
1. Critical Discourse Studies as a framework for studying media					4	4	0
2. Multimodal discourse analysis and social semiotics as media research frameworks					4	4	0
3. The role of media discourse in the construction of social identities and social practices					4	6	0
4. The role of media discourse in the commodification of life					4	6	0

5. Xenophobia, racism and hate speech in media discourse				4	4	0
6. Media, power, and contemporary challenges				4	6	0
Modes of delivery	didactic discussion, demonstration with description, debate, individual discussion of research problems					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	PREZENTACJA				EP1,EP2,EP3,EP4,EP5	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)				EP1,EP2,EP3,EP4,EP5	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	The final grade is the grade for the presentation (90%) and the grade for activity during classes (10%). Presentation evaluation scale: 90%-100% 5.0 85%-89% 4.5 75%-84% 4.0 70%-74% 3.5 60%-69% 3					
	Grade calculation principles					
	The grade for the subject is the grade for the course.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	4	Media Communication and Society (komunikacja medialna i społeczeństwo)			Ważona	
	4	Media Communication and Society (komunikacja medialna i społeczeństwo) [konwersatorium]		zaliczenie z oceną		1,00
Basic reading	Benwell, B. & E. Stokoe (2006): Discourse and Identity, Edinburgh University Press, Edinburgh					
	Matheson, D. (2019): Media Discourses: Analysing Media Texts, Open University Press, Maidenhead					
	Page, R. (2025): Innovations and Challenges in Social Media Discourse Analysis, Routledge, London					
Supplementary reading	Bhatia, A. (2023): Digital Influencers and Online Expertise: The Linguistic Power of Beauty Vloggers, Routledge, London					
	Giaxoglou, K. (2021): A Narrative Approach to Social Media Mourning: Small Stories and Affective Positioning, Routledge, London					
	Machin, D. & Mayr, A. (2023): How to Do Critical Discourse Analysis: A Multimodal Introduction , Sage, London					
STUDENT WORKLOAD						
		No. of hours				
					including e-learning	
Contact hours		30			0	
Participation in test / exam		2			0	
Preparation for contact hours		7			0	
Private reading and studying		10			0	
Participation in tutorials		15			0	
Preparation of project / essay / etc.		11			0	
Preparation for test / exam		0			0	

TOTAL workload	75
ECTS credits	3

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Course title: Methodology of Linguistic Research (metodologia badań językoznawczych) (KIERUNKOWE)					Course code: HUM156AIIJ3442_15S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	lecture	30	0	pg	4
Total			30			4
Course / module coordinator	dr Michał Baran					
Course instructor	dr Michał Baran					
Course / module objectives	Getting (i) knowledge regarding key aspects of methodology of linguistic research and quantitative and qualitative methods used in research on language and (ii) skills of identifying and critically assessing research methods used in scientific studies and formulating research problems and selecting appropriate research methods. The course aims to foster readiness to noticing ethical dilemmas in linguistic research and to critically assessing one's knowledge.					
Prerequisites	C1 level of English, basic knowledge of linguistics					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The students knows and understands key principles of the methodology of linguistic research.			K_W01 K_W04 K_W08
	2	EP2	The student knows and understands the applications of quantitative and qualitative methods in linguistic research.			K_W01 K_W04 K_W08
skills	1	EP3	The student can recognise research methods used in a given research paper are critically assess the methodological choices.			K_U01 K_U03 K_U04
	2	EP4	The student can form research questions and select appropriate research methods.			K_U01 K_U02 K_U04
social competences	1	EP5	The student sees the importance of ethical issues in linguistic research.			K_K05
	2	EP6	The students critically assesses their linguistic knowledge and research skills and sees the need for an ongoing development.			K_K01 K_K02
CONTENT					Semester	No. of hours
Subject title: Methodology of Linguistic Research (metodologia badań językoznawczych)						
Format of instruction: lecture						
1. Forming research problems, linguistics within the social sciences, subdisciplines of linguistics					1	4 0
2. Ethics in linguistic research					1	2 0
3. Linguistic fieldwork					1	4 0

4. Quantitative methods in linguistics				1	8	0
5. Qualitative methods in linguistics				1	8	0
6. Assessment of applications of the knowledge acquired in class in the context of selected research projects				1	4	0
Modes of delivery	Interactive lecture, class discussion, analysis of research papers					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	KOŁOKWIUM				EP1,EP2,EP3,EP4,EP5,EP6	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	The final grade is based on the written final test grade (the final test consist of multiple choice questions). Grading scale: 90-100% 5.0 85-89% 4.5 75-84% 4.0 70-74% 3.5 60-69% 3.0					
	Grade calculation principles					
	The final grade is equal to the lecture grade					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	1	Methodology of Linguistic Research (metodologia badań językoznawczych)			Ważona	
	1	Methodology of Linguistic Research (metodologia badań językoznawczych) [wykład]		zaliczenie z oceną		1,00
Basic reading	Lia Litosseiti (Ed.) (2018): Research Methods in Linguistics. , Blomsbury Academic, Londyn					
	Robert J. Podesva, Devyani Sharma (Eds.) (2013): Research Methods in Linguistics, Cambridge University Press , Cambridge					
Supplementary reading	Claire Bowern (2008): Linguistic Fieldwork, Palgrave MacMillan, New York					
	Keith Johnson (2008): Quantitative Methods in Linguistics, Blackwell Publishing, Oxford					
STUDENT WORKLOAD						
		No. of hours				
					including e-learning	
Contact hours		30			0	
Participation in test / exam		2			0	
Preparation for contact hours		0			0	
Private reading and studying		21			0	
Participation in tutorials		15			0	
Preparation of project / essay / etc.		0			0	
Preparation for test / exam		32			0	
TOTAL workload		100				
ECTS credits		4				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Course title: Modern Challenges in Intercultural Communication (współczesne wyzwania w komunikacji międzykulturowej) (KIERUNKOWE)					Course code: HUM156AIIJ3442_19S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 2 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	conversation	30	0	pg	4
Total			30			4
Course / module coordinator	dr ANNA ŁAZUKA-BANACH					
Course instructor	dr ANNA ŁAZUKA-BANACH					
Course / module objectives	Student is to gain knowledge on the issues related to intercultural communication and the challenges it is facing as well as the ability to discuss the said issues and challenges. The course shapes the attitude of readiness to notice the relationship between the subject matter of the course and the actual examples of intercultural interaction in various social contexts.					
Prerequisites	C1 level of English					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	knows and understands in more depth selected issues concerning intercultural communication			K_W01 K_W02 K_W07 K_W09
	2	EP2	knows and understands in more depth the complexities of global communication in the modern world with particular emphasis on its intercultural aspect			K_W01 K_W02 K_W07 K_W09
	3	EP3	knows and understands in more depth the diversity of languages and cultures and how the said diversity affects communication			K_W01 K_W02 K_W07 K_W09
skills	1	EP4	can do tasks, formulate and solve problems using newly acquired knowledge			K_U01 K_U02
	2	EP5	in the context of intercultural communication and its social-cultural conditions, students can critically analyse information in order to synthesize it			K_U01 K_U02 K_U03
social competences	1	EP6	is ready to critically assess their possessed knowledge of intercultural communication			K_K01 K_K02
	2	EP7	is ready to notice and indicate the relationship between their own life experience and the social environment			K_K01 K_K02 K_K03
CONTENT					Semester	No. of hours
Subject title: Modern Challenges in Intercultural Communication (współczesne wyzwania w komunikacji międzykulturowej)						
Format of instruction: conversation						

1. Intercultural communication. Setting the context				2	2	0
2. Barriers to intercultural communication				2	6	0
3. Intercultural communication across different social contexts				2	20	0
4. Intercultural interaction. What next? Challenges and opportunities				2	2	0
Modes of delivery	Multimedia presentation, class discussion					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	SPRAWDZIAN				EP1,EP2,EP3,EP4,EP5,EP6,EP7	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)				EP1,EP2,EP3,EP4,EP5,EP6,EP7	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Positive grade obtained from the written test combining open-ended and closed-ended questions, and active participation in class as well as doing tasks while in class. Active participation in class raises the grade by half a point. Grading scale: 90%-100% 5.0 85%-89% 4.5 75%-84% 4.0 70%-74% 3.5 60%-69% 3.0					
	Grade calculation principles					
	The grade for the subject is the grade received for the class.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	2	Modern Challenges in Intercultural Communication (współczesne wyzwania w komunikacji międzykulturowej)			Ważona	
	2	Modern Challenges in Intercultural Communication (współczesne wyzwania w komunikacji międzykulturowej) [konwersatorium]		zaliczenie z oceną		1,00
Basic reading	Guido Rings, Sebastian Rasinger (eds.) (2020): The Cambridge handbook of intercultural communication, CUP					
	Guliana Ferri (2018): Intercultural communication. Critical approaches and future challenges , Palgrave Macmillan					
	Selection of relevant articles :					
	Shuang Liu, Adam Komisarof, Zhu Hua, Levi Obijiofor (2025): The Sage Handbook of Intercultural Communication, SAGE					
Supplementary reading	Darla K. Deardorff (ed.) (2009): The SAGE Handbook of Intercultural Competence, SAGE					
	Zhu Hua (2014): Exploring intercultural communication. Language in action, Routledge					
	Zhu Hua (ed.) (2011): The language and intercultural communication reader, Routledge					
	Journal of intercultural communication (https://immi.se/index.php/intercultural)					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		30		0		
Participation in test / exam		2		0		

Preparation for contact hours	15	0
Private reading and studying	20	0
Participation in tutorials	15	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	18	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Unit: Elective courses (przedmioty do wyboru) [moduł]						
Course title: Modern Tendencies in Cognitive Linguistics (współczesne tendencje w językoznawstwie kognitywnym) (KIERUNKOWE)					Course code: HUM156AIJ3442_20S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 3 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	conversation	30	0	pg	4
Total			30			4
Course / module coordinator	dr MARIA BRENDA					
Course instructor	dr MARIA BRENDA					
Course / module objectives	The aim of the course is to provide students with up-to-date knowledge of contemporary theories and trends in English linguistics, to develop their skills in analysing and interpreting linguistic phenomena on the basis of the latest research, and to foster social competences such as critical thinking, openness to diverse theoretical perspectives, and readiness to engage in substantive academic discussion.					
Prerequisites	Students use English in speech and writing at an advanced C1 level.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Students can provide a detailed description of contemporary theories in the field of cognitive linguistics.			K_W01 K_W04
	2	EP2	Students are familiar with the terminology used in the latest research in the field of cognitive linguistics.			K_W01 K_W08
	3	EP3	Students possess advanced knowledge in the field of cognitive linguistics, including research methods that enable independent analysis of linguistic phenomena.			K_W01 K_W04 K_W08
skills	1	EP4	Students are able to independently analyse contemporary papers in the field of cognitive linguistics, synthesize information, and draw conclusions.			K_U02 K_U07
	2	EP5	Students are able to independently critically analyze, argue and engage in debates in English on specialized topics in cognitive linguistics.			K_U02 K_U03
social competences	1	EP6	Students are ready to appreciate the value and necessity of further education.			K_K01 K_K02
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Modern Tendencies in Cognitive Linguistics (współczesne tendencje w językoznawstwie kognitywnym)						
Format of instruction: conversation						
1. What does it mean to know a language?					3	3 0

2. The nature of cognitive linguistics: assumptions and commitments			3	5	0
3. What is cognitive semantics?			3	7	0
4. Conceptual metaphor and metonymy			3	8	0
5. Word meaning and radial categories			3	7	0
Modes of delivery	Preparation and development of projects, text analysis and discussion				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	PROJEKT			EP1,EP2,EP3,EP4,EP5,EP6	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)			EP1,EP2,EP3,EP4,EP5,EP6	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Assessment with a grade based on the project (a short presentation of a selected topic connected with the issues discussed in class delivered individually or as a group; both the content and effectiveness of presentation are graded) and active participation in classes Evaluation of the prepared project: 90% - 100% 5.0				
	85%-89% 4,5				
	75%-84% 4,0				
	70-74% 3,5				
60-69% 3,0					
Grade calculation principles					
The final grade is equal to the conversation class grade.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Modern Tendencies in Cognitive Linguistics (współczesne tendencje w językoznawstwie kognitywnym)		Ważona	
	3	Modern Tendencies in Cognitive Linguistics (współczesne tendencje w językoznawstwie kognitywnym) [konwersatorium]	zaliczenie z oceną		1,00
Basic reading	David Lee (2001): Cognitive Linguistics: An Introduction, Oxford University Press, Oxford				
	Vyvyan Evans and Melanie Green (2006): Cognitive Linguistics: An Introduction, EDINBURGH UNIVERSITY PRESS, EDINBURGH				
Supplementary reading	Dirk Geeraerts (ed.) (2006): Cognitive Linguistics: Basic Readings, Mouton de Gruyter, Berlin				
STUDENT WORKLOAD					
		No. of hours			
			including e-learning		
Contact hours		30	0		
Participation in test / exam		2	0		
Preparation for contact hours		18	0		
Private reading and studying		20	0		
Participation in tutorials		15	0		
Preparation of project / essay / etc.		15	0		

Preparation for test / exam	0	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z							
Unit: Elective courses (przedmioty do wyboru) [moduł]							
Course title: Modern Tendencies in Pragmatics (współczesne tendencje w pragmatyce) (KIERUNKOWE)					Course code: HUM156AIJ3442_21S		
Name of field of study: Global Communication							
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	conversation	30	0	pg	4	
Total			30			4	
Course / module coordinator	dr ANNA ŁAZUKA-BANACH						
Course instructor	dr ANNA ŁAZUKA-BANACH						
Course / module objectives	Student is to gain knowledge on the modern tendencies within the field of language pragmatics as well as the ability to discuss the said tendencies. The course shapes the attitude of readiness to notice the relationship between the subject matter of the course and the actual examples of language use across different social contexts.						
Prerequisites	C1 level of English						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	knows and understands in more depth selected issues concerning modern tendencies in pragmatics			K_W01 K_W02 K_W07	
	2	EP2	knows and understands in more depth the diversity of languages and cultures and its consequences for the process of communication at its many levels			K_W01 K_W02 K_W04 K_W07	
	3	EP3	knows and understands in more depth the complexities of global communication with particular emphasis on language pragmatics			K_W01 K_W02 K_W04 K_W07	
skills	1	EP4	can do tasks, formulate and solve problems using newly acquired knowledge of language pragmatics			K_U01 K_U02	
	2	EP5	can critically analyze information in order to synthesize it or solve research problems in the context of global communication and its linguistic, cultural and social conditions, with particular emphasis on the terms from the field of language pragmatics			K_U01 K_U02	
social competences	1	EP6	is ready to critically assess their possessed knowledge of language pragmatics in the context of global communication and its linguistic, cultural and social conditions			K_K01 K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Modern Tendencies in Pragmatics (współczesne tendencje w pragmatyce)							

Format of instruction: conversation					
1. The importance of pragmatics			3	2	0
2. Pragmatics - definition and relationship with other fields of linguistics			3	2	0
3. Pragmatics and education			3	7	0
4. Pragmatics across languages and cultures			3	7	0
5. Pragmatics and technologically mediated contexts			3	7	0
6. AI and Natural Language Processing			3	5	0
Modes of delivery	Multimedia presentation, class discussion				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	SPRAWDZIAN			EP1,EP2,EP3,EP4,EP5,EP6	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP1,EP2,EP3,EP4,EP5,EP6	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Positive grade obtained from the written test combining open-ended and closed-ended questions, and active participation in class as well as doing tasks while in class. Active participation in class raises the grade by half a point. Grading scale: 90%-100% 5.0 85%-89% 4.5 75%-84% 4.0 70%-74% 3.5 60%-69% 3.0				
	Grade calculation principles				
	The grade for the subject is the grade received for the class				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Modern Tendencies in Pragmatics (współczesne tendencje w pragmatyce)		Ważona	
	3	Modern Tendencies in Pragmatics (współczesne tendencje w pragmatyce) [konwersatorium]	zaliczenie z oceną		1,00
Basic reading	Anna Trosborg (ed.) (2010): Pragmatics across Languages and Cultures, Mouton de Gruyter				
	Christian R. Hoffmann and Wolfram Bublitz (eds.) (2017): Pragmatics of Social Media, Mouton de Gruyter				
	Dhanalekshmi Prasad Yedurkar, Ganesh R. Pathak, Manisha Galphade, Thompson Stephan (2025): Artificial Intelligence for Natural Language Processing, Taylor & Francis				
	Jenny A. Thomas (1995): Meaning in Interaction. An Introduction to Pragmatics, Routledge				
	Júlia Barón, María Luz Celaya, Peter Watkins (2024): Pragmatics in Language Teaching: From Research to Practice, Routledge				
	A selection of relevant articles.				
Supplementary reading	Anne O'Keeffe, Brian Clancy, Svenja Adolphs (2019): Introducing Pragmatics in Use , Routledge				
	Dániel Z. Kádár (2021): Cross-Cultural Pragmatics, CUP				
	Rachel Giora and Michael Haugh (2019): Doing Pragmatics Interculturally: Cognitive, Philosophical, and Sociopragmatic Perspectives, Mouton de Gruyter				
	Senft, Gunter (2014): Understanding Pragmatics (1st ed.) , Routledge				

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	2	0
Preparation for contact hours	15	0
Private reading and studying	12	0
Participation in tutorials	15	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	26	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Unit: Additional Foreign Language (Dodatkowy język obcy)						
Course title: Norwegian language (język norweski) (PODSTAWOWE)					Course code: HUM156AIIJ3362_32S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 2 - english language (30%) język norweski (70%), semester: 3 - english language (30%) język norweski (70%), semester: 4 - język norweski		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	laboratory	80	0	pg	8
2	3	laboratory	80	0	pg	8
	4	laboratory	80	0	e	10
Total			240			26
Course / module coordinator		mgr KAROLINA JEŻYNA				
Course instructor		mgr KAROLINA JEŻYNA				
Course / module objectives		The aim of the course is to equip the student with knowledge and skills necessary for effective use of the language at the A2 level. This includes understanding the principles underlying various language competencies, the conscious use of vocabulary, grammar, and syntax, as well as the ability to formulate accurate and extended oral statements. The student is able to communicate effectively in programme-related situations, participate in discussions, initiate, maintain, and conclude conversations, and appropriately adapt the style and structure of their utterances to the communicative context. They understand authentic audio and video materials, can analyse them, select relevant content, and prioritise information. The student is prepared to independently develop their language competence, work in a team, and perform various organisational roles. They recognise the need for continuous improvement of oral skills, consciously set priorities in their language development process, and understand the social, cultural, political, and economic factors shaping contemporary Norwegian.				
Prerequisites		C1 level of the English language				
LEARNING OUTCOMES						
Category		No.	Code	Description		Ref. to programme benchmarks
knowledge	1	EP1	Understands advanced principles functioning at the level of individual Norwegian language skills and, using them, uses the Norwegian language at the A2 level in speech and writing.		K_W06	
	2	EP2	Has the vocabulary, grammar, and syntax of Norwegian necessary to produce correct oral and written statements at the A2 level.		K_W06	
skills	1	EP3	Has the ability to communicate in the contexts and communicative situations specified by the curriculum, using the lexical material presented in class in accordance with the grammatical rules governing its use.		K_U05	
	2	EP4	Has the ability to participate in discussions in Norwegian. Initiates a conversation, maintains it, changes the topic or introduces a new thread, concludes the conversation, and adapts the forms, structures, and style of communication to the situational context.		K_U05	

social competences	1	EP6	Understands the need for self-improvement through continuous, advanced development of oral language skills in Norwegian.	K_K01	
	2	EP8	Is ready to see the significance of social, cultural, political, and economic processes occurring in contemporary Norwegian.	K_K01 K_K05	
CONTENT			Semester	No. of hours	
					including e-learning
Subject title: Norwegian language (język norweski)					
Format of instruction: laboratory					
1. Alphabet, Pronunciation and First Contacts - Vocabulary: Norwegian alphabet, pronunciation, stress, basic polite expressions; Grammar: spelling and pronunciation rules; Communicative skills: spelling first and last names, recognising sounds and stress patterns, basic language responses (yes/no, please, thank you); Language skills: listening (sound discrimination), speaking (pronunciation), reading (alphabet).			2	10	0
2. Introducing Yourself and Others - Vocabulary: name, origin, profession, studies; Grammar: personal pronouns, the verb a vaere, affirmative sentences; Communicative skills: introducing oneself and others, providing basic personal information; Language skills: speaking (self presentation), listening (dialogues), writing (short description).			2	10	0
3. Countries, Languages and Nationalities - Vocabulary: countries, languages, nationalities; Grammar: nouns - genders (en/ei/et), singular forms; Communicative skills: saying where someone comes from, asking about nationality and language; Language skills: speaking, reading (short descriptions), listening.			2	10	0
4. Time and Numbers - Vocabulary: numbers, days of the week, months, dates; Grammar: present tense (presens), questions (inversion); Communicative skills: giving dates and times, asking about days and deadlines; Language skills: speaking, listening, writing (dates, short sentences).			2	10	0
5. Family and Relationships - Vocabulary: family, social relationships; Grammar: possessive pronouns, plural forms of nouns; Communicative skills: describing family members, talking about relationships; Language skills: speaking, writing (description), reading.			2	10	0
6. Everyday Life - Vocabulary: basic everyday activities; Grammar: regular verbs, adverbs of frequency; Communicative skills: describing a typical day, talking about routines; Language skills: speaking, listening, writing (short daily routine description).			2	10	0
7. Home and Shopping - Vocabulary: home, rooms, furnishings; food, clothing, prices; Grammar: negative sentences, adjectives - positive degree; Communicative skills: describing an apartment, doing simple shopping; Language skills: speaking (dialogues), listening, reading (offers).			2	10	0
8. City, Weather and Studies - Vocabulary: city, directions, weather, university; Grammar: word order S-V-O, basic orientation questions; Communicative skills: asking for directions, talking about the weather and studies; Language skills: speaking, listening, reading (maps, descriptions).			2	10	0
9. Health - Vocabulary: parts of the body, visiting the doctor; Grammar: past tense (preteritum) - regular verbs; Communicative skills: describing health problems, talking about past events.			3	10	0
10. Travel - Vocabulary: transportation, tickets, airport; Grammar: past tense (preteritum) - irregular verbs; Communicative skills: describing travel experiences, asking about transportation.			3	10	0
11. Work - Vocabulary: professions, duties, work environment; Grammar: future tense: skal + infinitive; Communicative skills: talking about professional plans.			3	10	0
12. Free Time - Vocabulary: hobbies, sports; Grammar: modal verbs: kan, vil; Communicative skills: expressing abilities and preferences.			3	10	0
13. Media and Culture - Vocabulary: media, cultural events; Grammar: comparison of adjectives; Communicative skills: expressing opinions.			3	10	0
14. Everyday Life in Norway - Vocabulary: customs, lifestyle; Grammar: sentences with fordi, men; Communicative skills: justifying opinions.			3	10	0
15. Technology - Vocabulary: online communication; Grammar: prepositions of time and place; Communicative skills: describing the use of technology.			3	10	0
16. Social Relationships - Vocabulary: social gatherings; Grammar: inversion in complex sentences; Communicative skills: engaging in social conversations.			3	10	0
17. Norwegian Society - Vocabulary: norms, traditions, holidays; Grammar: present perfect (presens perfektum); Communicative skills: describing experiences.			4	10	0
18. Intercultural Relations and Communication - Vocabulary: interpersonal relations, intercultural communication; Grammar: extended modal constructions (kunne, måtte, burde, ville); Communicative skills: comparing cultural norms, expressing opinions and attitudes towards cultural differences, formulating advice and recommendations, responding to intercultural misunderstandings; Language skills: speaking (discussion), listening (argumentative statements), reading (informative texts).			4	10	0
19. Labour Market and Job Interview - Vocabulary: Norwegian labour market, recruitment, job interview; Grammar: passive voice (-s form), consolidation of irregular verbs; Communicative skills: describing professional experience, talking about qualifications and competences, answering recruitment questions, formulating formal professional statements; Language skills: speaking (interview simulation), writing (short professional profile), listening.			4	10	0
20. Education and Work Organisation - Vocabulary: education, academic environment, organisation of work; Grammar: temporal subordinate clauses (nar, da, mens, for, etter); Communicative skills: describing learning and work processes, talking about educational plans, reporting events in chronological order, scheduling and planning; Language skills: speaking, writing (process description), reading (regulations, instructions).			4	10	0
21. Ecology and the Environment - Vocabulary: ecology, natural environment, sustainable development; Grammar: conditional sentences (hvis, dersom); Communicative skills: discussing causes and effects of environmental actions, formulating hypotheses and scenarios, expressing opinions and proposals concerning environmental protection; Language skills: speaking (argumentation), reading (popular science texts), writing (short opinion text).			4	10	0

22. Society and Media - Vocabulary: media, society, journalistic language; Grammar: advanced prepositions and prepositional phrases; Communicative skills: summarising media information, commenting on social events, expressing agreement and disagreement, comparing different viewpoints; Language skills: reading (articles), listening (audio materials), speaking.		4	10	0	
23. Global Communication - Vocabulary: basic terminology related to global communication; Grammar: complex word order, inversion in longer structures; Communicative skills: describing global phenomena in simple language, linking information into a coherent statement, delivering short oral presentations; Language skills: speaking (presentation), writing (informative text), listening.		4	10	0	
24. Problems, Conflicts and Course Review - Vocabulary: social problems, conflicts, language of dispute resolution; Grammar: text cohesion - linking words and logical connectors, consolidation of grammatical structures; Communicative skills: describing problems and conflict situations, arguing one?s own point of view, negotiating and proposing solutions, participating in a moderated discussion; Language skills: speaking (debate), writing (argumentation), listening (understanding opinions).		4	10	0	
Modes of delivery	Project, pair work, Group work, reading and analysing text along with discussion.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods			No. of learning outcome from the syllabus		
	EGZAMIN USTNY		EP1,EP2,EP3,EP4,EP6,EP8		
	EGZAMIN PISEMNY		EP1,EP2,EP3,EP4,EP6,EP8		
	KOŁOKWIUM		EP1,EP2,EP3,EP4,EP6,EP8		
	PRACA PISEMNA/ ESEJ/ RECENZJA		EP1,EP2,EP3,EP4,EP6,EP8		
	PREZENTACJA		EP1,EP2,EP3,EP4,EP6,EP8		
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)		EP1,EP2,EP3,EP4,EP6,EP8		
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Semester 2 and 3: a grade is given on the basis of the mean of test grades and grades for other activities (presentations, written work). Semester 4: a grade is given on the basis of the mean of written (open-ended questions) and oral exam (conversation based on randomly chosen questions practiced in class). Grading scale: Grade 5.0 ? The intended learning outcomes have been achieved with only occasional and minor inaccuracies that do not affect the attainment of individual outcomes (93%?100%). Grade 4.5 ? The intended learning outcomes have been achieved with few errors (85%?92.5%). Grade 4.0 ? The intended learning outcomes have been achieved with some noticeable errors (77%?84.5%). Grade 3.5 ? The intended learning outcomes have been achieved with significant errors or shortcomings (69%?76.5%). Grade 3.0 ? The intended learning outcomes have been achieved at a minimal level with major errors or shortcomings (60%?68.5%).				
	Grade calculation principles				
	The course grade is equal to the lab grade.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Norwegian language (język norweski)		Ważona	
	2	Norwegian language (język norweski) [laboratorium]	zaliczenie z oceną		1,00
	3	Norwegian language (język norweski)		Ważona	
	3	Norwegian language (język norweski) [laboratorium]	zaliczenie z oceną		1,00
	4	Norwegian language (język norweski)		Ważona	
	4	Norwegian language (język norweski) [laboratorium]	egzamin		1,00
Basic reading	Elisabeth Ellingsen (2018): Paa vei, Cappelen Damm, Oslo				
	Gerd Manne (2013): Ny i Norge, Fagbokforlaget, Bergen				
Supplementary reading					

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	240	0
Participation in test / exam	12	0
Preparation for contact hours	61	0
Private reading and studying	60	0
Participation in tutorials	200	0
Preparation of project / essay / etc.	18	0
Preparation for test / exam	59	0
TOTAL workload	650	
ECTS credits	26	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z							
Course title: Occupational Health and Safety Training (szkolenie BHP) (ANOTHER TO PASS)					Course code: HUM156AIIJ3362_16S		
Name of field of study: Global Communication							
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	lecture	5	5	p	0	
Total			5			0	
Course / module coordinator	dr MONIKA PRADZIADOWICZ						
Course instructor	dr MONIKA PRADZIADOWICZ						
Course / module objectives	Acquiring knowledge and skills in the field of occupational health and safety, fire protection, first aid in emergencies as well as university student rights and obligations.						
Prerequisites	Basic knowledge of the environment and physical phenomena, necessary for high school graduation, ability to learn.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	knows and understands the legal, organizational, and ethical considerations of performing professional activities during higher education			K_W10	
skills	1	EP2	can identify errors and omissions in practice			K_U08	
	2	EP3	can perform basic resuscitation procedures, recognize hazards and take appropriate action			K_U08	
social competences	1	EP4	performs tasks in a manner that ensures the safety of himself and those around him, including observing safety rules			K_K02 K_K03 K_K05	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Occupational Health and Safety Training (szkolenie BHP)							
Format of instruction: lecture							
1. The essence of occupational safety and health in the process of education: legal regulations on occupational safety and health in Polish and EU legislation, the scope of duties and powers of the rector, and instructors in the field of occupational safety and health and education, basic safety rules applicable to the student / doctoral student / participant in postgraduate studies and other forms of education during classes organized by the university, responsibility for violation of regulations or rules of occupational safety and health and education, supervision of safe educational conditions.					1	1	1
2. Basic rules of safety and hygiene in force at the University, i.e.: rules of movement and behavior at the University, basic preventive measures used in situations of potential hazards occurring at the University. Organization and principles of providing pre-medical aid in case of an accident.					1	1	1
3. Accident and health hazards occurring at the University, including in teaching classes, on field activities, at sports camps and during internships: responsibilities of the injured party and witness to the incident, how to report an accident, how to deal with hazards related to the unintentional release of a hazardous substance or preparation into the environment, basic preventive measures related to the occurrence of a potentially accidental event.					1	1	1

4. Factors of the educational environment. Hazards and prevention: assessment of the risks of hazardous, harmful and noxious factors occurring in the educational processes and ways to protect against these hazards, individual protection measures depending on the type of hazards.				1	1	1
5. Basic principles of fire protection and firefighting: types of fires and the causes of their occurrence, rules of conduct in the event of a fire, rules of evacuation, fire extinguishing agents, the rules of their use.				1	1	1
Modes of delivery	The subject is carried out in the form of a lecture on an e-learning platform. During the lecture a multimedia presentation is used.					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	SPRAWDZIAN				EP1,EP2,EP3,EP4	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	The health and safety training course ends with a pass without a grade. The basis for obtaining credit for OSH training is reading the materials provided on the platform e-studia.usz.edu.pl and obtaining the required number of points from the pass test. (at least 60% correct answers on the final test, i.e., at least 9 correct answers). The test result is automatically calculated by the system.					
	Grade calculation principles					
	Not applicable - the subject ends with a pass without a grade.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	1	Occupational Health and Safety Training (szkolenie BHP)			Nieobliczana	
	1	Occupational Health and Safety Training (szkolenie BHP) [wykład]		zaliczenie		
Basic reading	Goniewicz M. (2016): Pierwsza pomoc: podręcznik dla studentów , Wydawnictwo Lekarskie PZWL , Warszawa					
	(2018): Rozporządzenie Ministra Nauki i Szkolnictwa Wyższego z dnia 30 października 2018 r. w sprawie sposobu zapewnienia w uczelni bezpiecznych i higienicznych warunków pracy i kształcenia (Dz.U. 2018 poz. 2090) , Dziennik Ustaw RP , Warszawa					
	(2018): Ustawa z dnia 20 lipca 2018 r. Prawo o szkolnictwie wyższym i nauce (Dz.U. 2018 poz. 1668 ze zm.) , Dziennik Ustaw RP , Warszawa					
	(2022): Ustawa z dnia 26 czerwca 1974 r. Kodeks pracy (Dz.U. 2022 poz.1510 ze zm.) D, ziennik Ustaw RP , Warszawa					
	(2020): Ustawa z dnia 30 października 2002 r. o zaopatrzeniu z tytułu wypadków lub chorób zawodowych powstałych w szczególnych okolicznościach (Dz.U. 2020 poz. 984 ze. zm.) , Dziennik Ustaw RP , Warszawa					
	(2023): Zarządzenie nr 108/2023 Rektora Uniwersytetu Szczecińskiego z dnia 21 sierpnia 2023 r. w sprawie zasad organizacji i prowadzenia szkoleń w zakresie bezpieczeństwa i higieny pracy dla studentów, doktorantów oraz uczestników studiów podyplomowych i innych form kształcenia Uniwersytetu Szczecińskiego, Szczecin					
Supplementary reading	Boryczka M. (2014): Ergonomia i bezpieczeństwo pracy , Wydawnictwo Uniwersytetu Ekonomicznego , Katowice					
	Rączkowski B. (2020): BHP w praktyce , ODDK , Gdańsk					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		5		5		
Participation in test / exam		0		0		
Preparation for contact hours		0		0		
Private reading and studying		0		0		

Participation in tutorials	0	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	0	0
TOTAL workload	5	
ECTS credits	0	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Unit: Lecture in the social sciences [moduł]						
Course title: Project Management (zarządzanie projektami) (OGÓLNOUCZELNIANE)					Course code: HUM156AIJ3433_6S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	lecture	15	0	pg	2
Total			15			2
Course / module coordinator	dr JOANNA RZEMPAŁA					
Course instructor	dr JOANNA RZEMPAŁA					
Course / module objectives	The course is designed to improve participants' competence in project management and project work.					
Prerequisites	Basic work organisation issues.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	the student is familiar with the concepts, understands the specifics of project management intellectual property management, and knows the project management methods			
skills	1	EP2	the student can determine the assumptions and create individual components of the project management process (schedule, budget)			
	2	EP3	the student can work in a team, maintaining ethical and moral principles			
	3	EP4	the student can select an appropriate method of calculating the efficiency of project realisation and the status of project realisation			
social competences	1	EP5	the student has an in-depth awareness of his/her knowledge and skills in a project's communication and team management			
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Project Management (zarządzanie projektami)						
Format of instruction: lecture						
1. Project management basics definitions and concepts, project life cycle					4	2 0
2. Analysis of the project environment and stakeholders					4	2 0
3. Work breakdown structure as a tool for project scope management					4	2 0
4. Project planning: project schedule and budget					4	2 0

5. Quality and project risk management				4	2	0
6. Management of changes and monitoring of project				4	1	0
7. Teamwork				4	2	0
8. Project closure				4	1	0
9. Project manager's code of ethics				4	1	0
Modes of delivery	lecture - multimedia presentations: theoretical and practical approaches; discussion - problem solving; teamwork - sectoral case studies (presentation of results of analyses carried out)					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	SPRAWDZIAN				EP1,EP2,EP3,EP4,EP5	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	The final grade is the grade received from the test.					
	Grade calculation principles					
	The final grade for the course is the lecture grade.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	4	Project Management (zarządzanie projektami)		Ważona		
	4	Project Management (zarządzanie projektami) [wykład]	zaliczenie z oceną		1,00	
Basic reading	Harold Kerzner (2017): Project Management: A Systems Approach to Planning, Scheduling, and Controlling 11th Edition, Willey, New Jersey					
	Michał Trocki, Paweł Wyrozębski (2017): Project planning and scheduling: tools and good practices, Oficyna Wydawnicza, Warszawa					
Supplementary reading	IPMA (2015): IPMA Individual Competence Baseline 4,0					
	A Guide to the Project Management Body of Knowledge (PMBOK Guide), Project Management Institute					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		15		0		
Participation in test / exam		2		0		
Preparation for contact hours		0		0		
Private reading and studying		18		0		
Participation in tutorials		5		0		
Preparation of project / essay / etc.		0		0		
Preparation for test / exam		10		0		
TOTAL workload		50				
ECTS credits		2				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Unit: Lecture in the social sciences [moduł]						
Course title: Public Diplomacy (dyplomacja publiczna) (OGÓLNOUCZELNIANE)					Course code: HUM156AIJ3437_33S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:	
Course / module status elective			Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	lecture	15	0	pg	2
Total			15			2
Course / module coordinator	dr Olga Łozińska					
Course instructor	dr Olga Łozińska					
Course / module objectives	The aim of the course is: to provide theoretical and practical knowledge necessary to move freely in the international diplomatic environment, to provide information on the theory and practice of diplomacy in the 20th and 21st centuries, as well as practical learning about the conditions of the diplomat's work, the history of diplomacy.					
Prerequisites	Basic general knowledge.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	the student understands the role of diplomacy in international relations			
	2	EP2	the student characterizes main theoretical issues in the field of public diplomacy and has basic knowledge about the directions of development of diplomatic forms			
skills	1	EP3	the student has basic knowledge of working in international environment			
	2	EP4	the student explains goals of public diplomacy			
social competences	1	EP5	the student is able to communicate effectively in a culturally different environment			
	2	EP6	the student accepts and respects cultures and beliefs different from his/her own and is able to deal with them in an ethical and cultural way			
	3	EP7	the student is prepared to function in a culturally diverse environment			
CONTENT					Semester	No. of hours
Subject title: Public Diplomacy (dyplomacja publiczna)						
Format of instruction: lecture						
1. History of public diplomacy					4	2 0
2. Soft Power tools					4	2 0
3. Cultural diplomacy					4	2 0

4. Various Forms of Diplomacy (Digital Diplomacy, Citizen Diplomacy, Sport diplomacy, Gastrodiplomacy)				4	3	0
5. Various Forms of Diplomacy (Science diplomacy, Animal diplomacy, Climate diplomacy, Space diplomacy)				4	3	0
6. Non-state actors (paradpilomacy)				4	2	0
7. Public Diplomacy Toolbox				4	1	0
Modes of delivery	lecture					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	SPRAWDZIAN				EP1,EP2,EP3,EP4,E P5,EP6,EP7	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Final test.					
	Grade calculation principles					
	The final grade for the course is the lecture grade.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	4	Public Diplomacy (dyplomacja publiczna)			Ważona	
	4	Public Diplomacy (dyplomacja publiczna) [wykład]		zaliczenie z oceną		1,00
Basic reading	Nye J. (2005): Soft Power: The Means to Success in World Politics, Public Affairs					
	Pamment J. (2014): New Public Diplomacy in the 21st Century: A Comparative Study of Policy and Practice, Routledge					
	Surmacz B. (2015): Ewolucja współczesnej dyplomacji. Aktorzy, struktury, funkcje, UMCS					
Supplementary reading	Cebul K., Krycki M., Zenderowski R. (2010): Międzynarodowe stosunki kulturalne, Warszawa					
	Ryniejska-Kieldanowicz M. (2019): Dyplomacja publiczna Unii Europejskiej, Warszawa					
STUDENT WORKLOAD						
		No. of hours				
				including e-learning		
Contact hours		15		0		
Participation in test / exam		2		0		
Preparation for contact hours		0		0		
Private reading and studying		15		0		
Participation in tutorials		3		0		
Preparation of project / essay / etc.		0		0		
Preparation for test / exam		15		0		
TOTAL workload		50				
ECTS credits		2				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Course title: Public Diplomacy: U.S. Models and Practices (amerykańskie modele i praktyki) (KIERUNKOWE)					Course code: HUM156AIIJ3440_34S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 2 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	lecture	30	0	pg	4
Total			30			4
Course / module coordinator	dr RENATA NOWACZEWSKA					
Course instructor	dr RENATA NOWACZEWSKA					
Course / module objectives	Zapoznanie studentów z uwarunkowaniami, koncepcja, narzędziami i praktyka amerykańskiej dyplomacji publicznej oraz jej zastosowaniem w układach multilateralnych i bilateralnych z innymi krajami, organizacjami ponadnarodowymi czy tez organizacjami typu non-profit					
Prerequisites	No requirements.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The student possesses in-depth knowledge of the political processes that shape U.S. foreign policy and of diplomatic forms, understands the historical conditions underlying the development of diplomacy in the United States, and is familiar with terminology in the fields of history, law, and political science.			K_W01
	2	EP2	The student has an in-depth knowledge of the institutional and legal foundations and knows and understands the main directions of U.S. diplomacy as carried out in multilateral political, economic, and cultural relations.			K_W01 K_W03
	3	EP3	The student possesses in-depth knowledge of the scope of activities of the American foreign service and of diplomatic instruments, as well as of the organization of work within U.S. diplomatic missions.			K_W01 K_W02
skills	1	EP4	Student is able to independently identify and collect information on U.S. public diplomacy, assess source reliability and validity, correctly interpret the data, and present clear, evidence-based conclusions.			K_U01
	2	EP5	The student is able to clearly present, in both spoken and written form, their own assessments and analyses concerning U.S. cooperation concepts and institutional engagement within international organizations and regional initiatives. The student analyzes the goals and instruments of U.S. public and economic diplomacy as responses to new challenges in contemporary international relations.			K_U01 K_U02 K_U07
	3	EP6	The student is able to organize teamwork, present and justify their views, and structure and apply theoretical knowledge during discussions.			K_U01 K_U06

social competences	1	EP7	The student is prepared to critically evaluate and interpret information from sources, subject literature, and the media, and to verify their knowledge based on expert opinions.			K_K01	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Public Diplomacy: U.S. Models and Practices (amerykańskie modele i praktyki)							
Format of instruction: lecture							
1. Introduction and Overview of Approaches to the study of Public Diplomacy (PD)- terminology.					2	2	0
2. Propaganda, Branding, Hard Power, Soft Power, Smart Power in American PD.					2	4	0
3. The Making of PD: Who Shapes PD in the USA?					2	4	0
4. American Exceptionalism ? The Roots of U.S. Public Diplomacy: history, laws and organization.					2	2	0
5. The Tools of Public Diplomacy: The Print Media / Electronic Media/ U.S. International Broadcasting.					2	2	0
6. Cold War Public Diplomacy.					2	2	0
7. U.S. government educational and cultural programs, origins and development.					2	4	0
8. Educational and cultural programming - Non-State Actors.					2	4	0
9. Post-Cold War Public Diplomacy.					2	2	0
10. U.S. Public Diplomacy After 9/11.					2	2	0
11. The U.S. and the modern world challenges. Evaluation of American PD, reform, conclusions.					2	2	0
Modes of delivery	lecture with elements of presentation						
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.						
Assessment methods						No. of learning outcome from the syllabus	
	PRACA PISEMNA/ ESEJ/ RECENZJA					EP1,EP2,EP3,EP4,E P5,EP6,EP7	
	PREZENTACJA					EP1,EP2,EP3,EP4,E P5,EP6,EP7	
	PROJEKT					EP1,EP2,EP3,EP4,E P5,EP6,EP7	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.							
Grading criteria	Credit for the lecture is given on the basis of the passing grade for a project or presentation or written work. Grading scale: 90%-100% 5.0 85%-89% 4.5 75%-84% 4.0 70%-74% 3.5 60%-69% 3						
	Grade calculation principles						
	The final course grade is the grade for the lecture.						
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average		
	2	Public Diplomacy: U.S. Models and Practices (amerykańskie modele i praktyki)		Ważona			
	2	Public Diplomacy: U.S. Models and Practices (amerykańskie modele i praktyki) [wykład]	zaliczenie z oceną		1,00		

Basic reading	Frankel, Charles (1965): The Neglected Aspect of Foreign Affairs: American Educational and Cultural Policy Abroad. , Washington: Brookings Institution,	
	Arndt, Richard T. (2005): The First Resort of Kings: American Cultural Diplomacy in the Twentieth Century, Washington: Potomac Books.	
	Mania, Andrzej (2019): Department of State i Foreign Service w polityce zagranicznej USA lat gorącej i zimnej wojny 1939-1989, Kraków	
	Nicholas J. Cull (2009): "Public Diplomacy Before Guillon: The Evolution of a Phrase," Routledge Handbook of Public Diplomacy (Nancy Snow and Philip M. Taylor, Eds.) pdf ,, Routledge, New York	
	Nye, Joseph (2004): Soft Power: The Means to Success in World Politics., New York: Public Affairs, Perseus Books Group	
	Saunders, Frances. (2000): The CIA and the World of Arts and Letters., New York: The New Press.	
	Shawn Dorman, ed. (2011): Inside a U.S. Embassy. Diplomacy at Work,, Washington D.C.	
	Wolfson E. (2008): Dyplomacja publiczna z amerykańskiej perspektywy." W: Dyplomacja publiczna, Beata Ociepka, red., , Wrocław	
Supplementary reading	Internet sources on American Public Diplomacy. : USC Center on Public Diplomacy./ Center for Strategic and International Studies/ American Foreign Service Association/ Atlantic Council/ U.S. Congress/ White House Papers/ FRUS/	
	Ernest J. Wislon III : " Hard Power, Soft Power, Smart Power" Annals of the American Academy of the Political and Social Sciences, http://www.ernestjwilson.com/uploads/Hard%20Power,%20Soft%20Power,%20Smart%20Power.pdf	
	Nicholas J. Cull, : "Public Diplomacy: Taxonomies and Histories," The Annals of the American Academy of Political and Social Sciences, (March 2008) pdf	
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	4	0
Preparation for contact hours	0	0
Private reading and studying	25	0
Participation in tutorials	15	0
Preparation of project / essay / etc.	26	0
Preparation for test / exam	0	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Course title: Public Relations (relacje publiczne) (KIERUNKOWE)					Course code: HUM156AIIJ3433_26S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	lecture	15	0	pg	2
Total			15			2
Course / module coordinator	dr hab. KRZYSZTOF BŁOŃSKI					
Course instructor	prof. dr hab. EDYTA RUDAWSKA					
Course / module objectives	Providing students with the theoretical knowledge, skills and social competences necessary to conduct professional public relations activities in an international and multicultural environment.					
Prerequisites	Basic knowledge of marketing, public relations and social communication.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Upon completion of the course, students will know and understand fundamental definitions, theories and models of public relations and their application in the context of organisations operating in international markets.			K_W02 K_W03 K_W10
	2	EP2	Upon completion of the course, students will know and understand the differences between public relations and related disciplines (international marketing, global advertising, corporate communications, public diplomacy) and the unique role of PR in building long-term relationships between organisations and the international environment.			K_W10
	3	EP3	Upon completion of the course, students will know and understand advanced methods of stakeholder analysis in a multicultural environment, including the specifics of international NGOs, global media, digital influencers, and transnational stakeholder coalitions.			K_W03
	4	EP4	Upon completion of the course, students will know and understand contemporary trends and future challenges in global PR, including the impact of artificial intelligence, automation, new technologies, and the changing expectations of new generations of stakeholders.			K_W02

skills	1	EP5	After completing the course, students will be able to measure and evaluate the effectiveness of PR activities in an international context, using appropriate metrics and research tools to assess changes in stakeholder awareness, attitudes and behaviours.	K_U01 K_U06
	2	EP6	After completing the course, students will be able to compare and synthesise information in order to analyse an organisation's communication environment in an international setting, identifying key stakeholders, their needs, expectations and potential impact on the organisation in different cultural contexts.	K_U01 K_U04
	3	EP7	After completing the course, students will be able to analyse case studies of international PR campaigns and communication crises, identifying factors for success and failure from both a strategic and intercultural perspective.	K_U01 K_U03
social competences	1	EP8	Upon completion of the course, students will be prepared to demonstrate intercultural sensitivity and respect for diversity in professional communication, understanding that different cultural perspectives are equally valuable and require genuine interest, not just superficial knowledge.	K_K01 K_K03
	2	EP9	Upon completion of the course, students will be prepared to adhere to the highest ethical standards in PR practice, including the principles of transparency, truthfulness, and social responsibility, even when encountering different ethical norms in different cultural contexts.	K_K05
	3	EP10	Upon completion of the course, students will be prepared to critically evaluate the role of public relations in a global society, understanding both the potential of PR to build mutual understanding between cultures and the risks associated with manipulation and misinformation.	K_K03 K_K04
CONTENT			Semester	No. of hours
				including e-learning

Subject title: **Public Relations (relacje publiczne)**

Format of instruction: **lecture**

1. Public Relations in the context of global strategic communication	4	2	0
2. Stakeholder analysis in a multicultural environment	4	3	0
3. Intercultural communication and diversity management in global PR	4	2	0
4. Global media relations and international information flow management	4	2	0
5. Digital diplomacy, social media and influence in global communications	4	2	0
6. Communication crisis in the international community.	4	2	0
7. CSR, sustainability communication and the future of global PR	4	2	0

Modes of delivery	text analysis with discussion , lecture with workshop elements , multimedia presentation
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods					No. of learning outcome from the syllabus
	KOŁOKWIUM				EP1,EP2,EP3,EP4,EP5
	PREZENTACJA				EP10,EP6,EP7,EP8,EP9
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Assessment of lectures based on presentations and written tests. Presentation of selected examples of PR campaigns and their evaluation. Presentation assessment criteria: comprehensiveness of the topic, factual accuracy, attractiveness of the presentation. Presentation assessment on a scale of 1 to 20 points. Written test - verification through test questions (single-choice test, maximum 20 questions). The test questions will vary in difficulty, measuring knowledge, skills and social competences. Depending on the number of points obtained, the grade for the course will vary as follows: 90%-100% - 5.0; 85%-89% - 4.5; 75%-84% - 4.0; 70%-74% - 3.5; 60%-69% - 3.0.				
	Grade calculation principles				
	The grade for the subject is based on lectures.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Public Relations (relacje publiczne)		Ważona	
	4	Public Relations (relacje publiczne) [wykład]	zaliczenie z oceną		1,00
Basic reading	Edward T. Vieira, Jr., Yulong LiORCID Icon (2024): Public Relations Planning: A Practical Guide for Strategic Communication, Routledge, New York				
	Krishnamurthy Sriramesh, Dejan Verčič (Ed.) (2020): The Global Public Relations Handbook Theory, Research, and Practice, Routledge				
	Pavel Slutskiy (2025): Global Communication. Planning Global PR Campaigns, Springer Singapore				
Supplementary reading	Dennis L. Wilcox, Bryan H. Reber (2023): Public Relations: Strategies and Tactics, 12th edition, Pearson Education				
	Patricia A. Curtin & T. Kenn Gaither (2007): International Public Relations: Negotiating Culture, Identity, and Power, SAGE Publications, Inc				
STUDENT WORKLOAD					
		No. of hours			
			including e-learning		
Contact hours		15	0		
Participation in test / exam		2	0		
Preparation for contact hours		0	0		
Private reading and studying		13	0		
Participation in tutorials		7	0		
Preparation of project / essay / etc.		5	0		
Preparation for test / exam		8	0		
TOTAL workload		50			
ECTS credits		2			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Unit: Lecture in the social sciences [moduł]						
Course title: Smart competences in regional and local development (smart kompetencje w rozwoju regionalnym i lokalnym) (OGÓLNOUCZELNIANE)					Course code: HUM156AIJ3434_3S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 3 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	lecture	30	0	pg	3
Total			30			3
Course / module coordinator	dr inż. ELŻBIETA OCIEPA-KICIŃSKA					
Course instructor	dr inż. ELŻBIETA OCIEPA-KICIŃSKA					
Course / module objectives	The goal of the course is to prepare students to create and propose tools for building and strengthening competencies leading to an increase in the level of innovation of areas and regions.					
Prerequisites	Basic knowledge in the field of entrepreneurship.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	the student knows the basic concepts of competencies			
	2	EP2	the student knows the key factors affecting innovative local and regional development			
skills	1	EP3	the student has the ability to propose tools for building and strengthening competencies leading to an increase in the level of innovation of areas and regions			
social competences	1	EP4	the student has the ability to participate in the preparation and implementation of projects in competence management and is aware of the possible impact of the consequences of decisions taken			
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Smart competences in regional and local development (smart kompetencje w rozwoju regionalnym i lokalnym)						
Format of instruction: lecture						
1. Competencies - theoretical approach					3	2 0
2. SMART competencies					3	4 0
3. Human capital in local and regional development					3	4 0
4. Innovation and regional smart specialisation					3	4 0
5. Key competencies in innovative local and regional development					3	2 0

6. Demand for SMART competencies in the economy				3	2	0
7. Competency management (case studies)				3	6	0
8. Competencies of the future in the age of artificial intelligence (case studies)				3	6	0
Modes of delivery	lecture					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP2,EP3,EP4	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	A total of 100 points can be earned. The grading scale is as follows: - below 51% - a failing grade (2.0), - from 51 to 60% - sufficient grade (3.0), - from 61 to 70% - grade of sufficient plus (3.5), - from 71 to 80 % - good grade (4.0), - from 81 to 90% - good plus grade (4.5), - from 91 to 100 percent - a very good grade (5.0).					
	Grade calculation principles					
	The final grade for the course is the lecture grade.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	3	Smart competences in regional and local development (smart kompetencje w rozwoju regionalnym i lokalnym)		Ważona		
	3	Smart competences in regional and local development (smart kompetencje w rozwoju regionalnym i lokalnym) [wykład]	zaliczenie z oceną		1,00	
Basic reading	Magdalena Kogut-Jaworska and Elżbieta Ociepa-Kicińska (2023): Practical Implications of Smart Specialization Strategy: Barriers to Implementation, Role of the Public Sector, and Benefits for Entrepreneurs., SAGE Open, https://journals.sagepub.com/doi/full/10.1177/21582440231180520					
Supplementary reading	(2021): SMART Skills Competency Model, A THEORY OF ACTION FOR CAPACITY BUILDING IN AGRICULTURE AND LIVELIHOODS PROGRAMMING, Catholic Relief Services, https://asa.crs.org/wp-content/uploads/2022/08/April-6a-SMART-Skills-Competency-Model-high-res.pdf					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		30		0		
Participation in test / exam		0		0		
Preparation for contact hours		0		0		
Private reading and studying		15		0		
Participation in tutorials		10		0		
Preparation of project / essay / etc.		0		0		
Preparation for test / exam		20		0		
TOTAL workload		75				
ECTS credits		3				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z							
Course title: Speaking and Presentation Skills II (umiejętności mówienia i prezentacji II) (PODSTAWOWE)					Course code: HUM156AIIJ3442_14S		
Name of field of study: Global Communication							
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language, semester: 2 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	laboratory	30	0	pg	4	
	2	laboratory	30	0	pg	4	
Total			60			8	
Course / module coordinator		mgr ZUZANNA ZAWADKA					
Course instructor		mgr ZUZANNA ZAWADKA					
Course / module objectives		The aim of the course is to develop students? knowledge, skills, and social competences in the field of advanced oral communication and public speaking in English, with particular emphasis on preparing, structuring, and delivering academic and professional presentations, taking into account principles of rhetoric, persuasion, audience engagement, and the conscious use of communication tools.					
Prerequisites		command of the English language at C1 level					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	knows the principles of designing public speeches, including techniques for audience engagement, the use of visual aids and coherent message organisation			K_W05 K_W06	
	2	EP2	is familiar with typical communication challenges related to public speaking and with strategies for managing stage fright and stress			K_W09	
skills	1	EP3	is able to independently prepare and deliver an extended presentation in English, tailored to a specific purpose and type of audience			K_U04 K_U08	
	2	EP4	is able to apply advanced communication techniques such as storytelling, voice modulation, persuasive language and effective interaction management with the audience			K_U02 K_U03	
social competences	1	EP5	is able to provide constructive feedback and to receive feedback in a manner that supports their own development and the development of peers			K_K01	
	2	EP6	demonstrates an attitude of ethical and responsible communication, respecting diversity of opinions and communication styles among audiences			K_K05	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Speaking and Presentation Skills II (umiejętności mówienia i prezentacji II)							
Format of instruction: laboratory							
1. Introduction to oral communication and presentation analysis					1	4	0

2. Structure of an informative presentation		1	4	0
3. Persuasion techniques and rhetoric in presentations		1	4	0
4. Audience analysis and message adaptation		1	4	0
5. Delivery techniques - voice, body language and pacing		1	4	0
6. Visual aids in presentations		1	4	0
7. Audience interaction and Q and A sessions		1	4	0
8. Final project - group presentation		1	2	0
9. Advanced presenter communication		2	4	0
10. Problem-solving and analytical presentations		2	4	0
11. Professional pitching		2	4	0
12. Academic and workplace debating		2	4	0
13. Improvisation in communication		2	4	0
14. Crisis communication		2	4	0
15. Speaking on camera		2	4	0
16. Final project - expert presentation		2	2	0
Modes of delivery	multimedia presentation, group work, discussion, brainstorming, cast study			
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.			
Assessment methods			No. of learning outcome from the syllabus	
	KOŁOKWIUM		EP1,EP2	
	PREZENTACJA		EP3,EP4	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)		EP1,EP2,EP3,EP4,EP5,EP6	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.			
Grading criteria	The condition for passing the course in Semester 1 is preparation and delivery of the final project in the form of a group presentation in English, assessed in terms of speech structure, linguistic accuracy, use of presentation techniques, and interaction with the audience; obtaining a positive grade in a test/quiz assessing theoretical knowledge of presentation structure, persuasion techniques, and principles of public speaking; active participation in classes, including participation in workshop activities, simulations, discussions, and providing constructive feedback (activity is not equivalent to attendance). The condition for passing the course in Semester 2 is preparation and delivery of the final project in the form of an individual expert presentation in English, assessed in terms of content quality, speech organisation, linguistic accuracy, advanced communication techniques, and interaction with the audience; obtaining a positive grade in a test/quiz covering issues related to advanced oral communication, problem-based presentations, and specialist speaking; active participation in classes, including participation in practical exercises, communication improvisations, and speech analysis. The final course grade is calculated as a weighted average of the following components: final project (group presentation in Semester 1, expert presentation in Semester 2) - 60%; test - 30%; class activity - 10%. Grading scale 90% -100% 5.0 85% - 89% 4.5 75% - 84% 4.0 70% - 74% 3.5 60% - 69% 3.0			
	Grade calculation principles			
	The final course grade in both semesters is the laboratory grade.			

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	1	Speaking and Presentation Skills II (umiejętności mówienia i prezentacji II)		Ważona	
	1	Speaking and Presentation Skills II (umiejętności mówienia i prezentacji II) [laboratorium]	zaliczenie z oceną		1,00
	2	Speaking and Presentation Skills II (umiejętności mówienia i prezentacji II)		Ważona	
	2	Speaking and Presentation Skills II (umiejętności mówienia i prezentacji II) [laboratorium]	zaliczenie z oceną		1,00
Basic reading	Bowman, S. (2021): How to Speak, How to Listen., Scribner.				
	Gallo, C. (2022): The Presentation Secrets of Steve Jobs, St. Martin's Press.				
	Lucas, S. E. (2020): The Art of Public Speaking, McGraw-Hill.				
Supplementary reading	Anderson, C. (2016): TED Talks: The Official TED Guide to Public Speaking, Houghton Mifflin Harcourt.				
	Gallo, C. (2019): Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds, Macmillan.				
STUDENT WORKLOAD					
		No. of hours			
			including e-learning		
Contact hours		60	0		
Participation in test / exam		8	0		
Preparation for contact hours		29	0		
Private reading and studying		33	0		
Participation in tutorials		30	0		
Preparation of project / essay / etc.		30	0		
Preparation for test / exam		10	0		
TOTAL workload		200			
ECTS credits		8			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z							
Unit: Lecture in the social sciences [moduł]							
Course title: Taxation (podatki) (OGÓLNOUCZELNIANE)					Course code: HUM156AIIJ3432_10S		
Name of field of study: Global Communication							
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:		
Course / module status elective				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	lecture	15	0	pg	2	
Total			15			2	
Course / module coordinator	dr hab. ADAM ADAMCZYK						
Course instructor	dr hab. ADAM ADAMCZYK						
Course / module objectives	Teaching students the essence of the tax system and taxes. Acquiring knowledge necessary to fulfill tax obligations. Acquiring the habit of analyzing the tax consequences of decisions made.						
Prerequisites	None.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	acquiring knowledge about the essence, function and technique of tax; Getting to know the typology of tax burdens				
	2	EP2	acquiring basic knowledge about obligations and the taxpayer rights				
skills	1	EP3	acquiring the ability to identify the tax consequences of events, factual and legal situations				
social competences	1	EP4	acquiring the habit of analyzing the tax consequences of decisions made				
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Taxation (podatki)							
Format of instruction: lecture							
1. Taxes and the tax system					4	3	0
2. Functions, principles, classifications of taxation					4	2	0
3. Taxpayers' reactions to taxation					4	2	0
4. The rights and obligations of the taxpayer in the light of the tax ordinance					4	2	0
5. Income taxes					4	2	0
6. Sales taxes					4	2	0
7. Property taxes					4	2	0

Modes of delivery	Lecture.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods					No. of learning outcome from the syllabus
	SPRAWDZIAN				EP1,EP2,EP3,EP4
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Multiple choice test with one correct answer - approximately 20 questions. Grading rules: Grade 3 <55%;65%) % punctuation, 3,5 < 65;70%) punctuation, grade 4 <70%;85%) punctuation, grade 4,5 <85%;90%) punctuation, grade 5 <90%;100> punctuation.				
	Grade calculation principles				
	The final grade for the course is the lecture grade.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Taxation (podatki)		Ważona	
	4	Taxation (podatki) [wykład]	zaliczenie z oceną		1,00
Basic reading	Adam Stuart, Tim Besley, Richard Blundell, Stephen Bond, Robert Chote, Malcolm Gammie, Paul Johnson, James Mirrlees, Gareth Myles, James M. Poterba (2011): Published on 13 September 2011				
Supplementary reading	Stiglitz J. (2004): Economics of the Public Sector, W. W. Norton & Co Ltd.				
STUDENT WORKLOAD					
		No. of hours			
			including e-learning		
Contact hours		15	0		
Participation in test / exam		2	0		
Preparation for contact hours		0	0		
Private reading and studying		15	0		
Participation in tutorials		8	0		
Preparation of project / essay / etc.		0	0		
Preparation for test / exam		10	0		
TOTAL workload		50			
ECTS credits		2			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Course title: Training on the Principles of Using Artificial Intelligence (szkolenie z zasad korzystania ze sztucznej inteligencji) (ANOTHER TO PASS)					Course code: HUM156AIJ3730_1S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	lecture	2	2	p	0
Total			2			0
Course / module coordinator	mgr KONRAD MIELKO					
Course instructor	mgr KONRAD MIELKO					
Course / module objectives	To train students in terminology, application principles, and ethical use of artificial intelligence within the university and in future professional contexts.					
Prerequisites	Active student account in the usz.edu.pl domain. Basic computer literacy.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Understands key concepts, history, and potential of artificial intelligence			
	2	EP2	Understands machine learning, neural networks, and automation			
	3	EP3	Has knowledge of risks associated with content generators			
skills	1	EP4	Can practically apply AI tools across various industries			
	2	EP5	Can identify risks including bias and responsibly use AI systems			
social competences	1	EP6	Is prepared to use AI ethically			
	2	EP7	Is prepared for self-regulation to minimize misinformation and verify content credibility			
CONTENT					Semester	No. of hours
Subject title: Training on the Principles of Using Artificial Intelligence (szkolenie z zasad korzystania ze sztucznej inteligencji)						
Format of instruction: lecture						
1. Concepts, history, and potential of AI. Machine learning basics. Risks of AI content generators.					1	1
2. Identifying risks of content generators, including self-regulation in their use.					1	1
Modes of delivery	E-learning course					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					

Assessment methods					No. of learning outcome from the syllabus
	SPRAWDZIAN				EP1,EP2,EP3,EP4,EP5,EP6,EP7
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Online test consisting of 30 single-choice questions. A minimum of 60% correct answers is required to pass.				
	Grade calculation principles				
	Not applicable.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Training on the Principles of Using Artificial Intelligence (szkolenie z zasad korzystania ze sztucznej inteligencji)		Nieobliczana	
	1	Training on the Principles of Using Artificial Intelligence (szkolenie z zasad korzystania ze sztucznej inteligencji) [wykład]	zaliczenie		
Basic reading	Publications available on the website of the Rector's Committee on the Use of Artificial Intelligence at the University of Szczecin – https://ai.usz.edu.pl :				
Supplementary reading					
STUDENT WORKLOAD					
		No. of hours			
			including e-learning		
Contact hours		2	2		
Participation in test / exam		0	0		
Preparation for contact hours		0	0		
Private reading and studying		0	0		
Participation in tutorials		0	0		
Preparation of project / essay / etc.		0	0		
Preparation for test / exam		1	0		
TOTAL workload		3			
ECTS credits		0			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USHUM-GC-O-II-S-26/27Z						
Course title: Writing Skills II (umiejętności pisania II) (PODSTAWOWE)					Course code: HUM156AIIJ3442_13S	
Name of field of study: Global Communication						
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english language, semester: 2 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	laboratory	30	0	pg	4
	2	laboratory	30	0	pg	4
Total			60			8
Course / module coordinator	dr ANNA ŁAZUKA-BANACH					
Course instructor	dr ANNA ŁAZUKA-BANACH					
Course / module objectives	Student is to gain knowledge and skills on how to precisely formulate ideas in the written form, plan one's writing and use spelling and punctuation correctly at an advanced level. The course shapes the attitude of readiness to consciously obey the ethical principles and respect the intellectual property of other people.					
Prerequisites	C1 level of English.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	student knows and understands the principles of how to use English language correctly in writing as well as the basic language tools and functions characteristic of the academic text			K_W05 K_W06
	2	EP2	student knows and understands the principles of producing extended written statements in English, the various forms and methods of communication and rhetorical devices			K_W05 K_W06
	3	EP3	student knows and understands how to write a research paper, use quotations, make footnotes and compile bibliographies; knows and implements the principles of copyright			K_W08

skills	1	EP4	student can independently prepare a variety of written assignments in English using factual arguments and formulating conclusions quoting other sources	K_U07
	2	EP5	student can express complex ideas and opinions in the written form and is able to use academic English vocabulary at a level of at least C1 on the Council of Europe Common European Framework of Reference for Languages	K_U04 K_U07
social competences	1	EP6	student is willing to critically appraise his/her level of subject knowledge, skills, linguistic competence and received content	K_K01
	2	EP7	student is willing to consciously use ethical principles and respect the intellectual property of other people	K_K01 K_K05

CONTENT	Semester	No. of hours	
			including e-learning

Subject title: **Writing Skills II (umiejętności pisanie II)**

Format of instruction: **laboratory**

1. Academic writing basics	1	2	0
2. Cohesion and coherence	1	2	0
3. Definitions	1	2	0
4. Examples	1	2	0
5. Generalisations	1	2	0
6. Numbers and visual information	1	2	0
7. Punctuation and style	1	2	0
8. Argument and Discussion	1	3	0
9. Comparison and contrast	1	3	0
10. Cause and Effect	1	3	0
11. Problems and Solutions	1	3	0
12. Case Studies	1	4	0
13. Understanding essay questions and the planning process	2	2	0
14. Finding suitable sources	2	2	0
15. Developing critical approaches to sources	2	2	0
16. Finding key points and note-making	2	2	0
17. Avoiding plagiarism	2	2	0
18. References and quotations	2	2	0
19. Summarising and paraphrasing	2	4	0
20. Organising paragraphs	2	2	0

21. Writing up research: introductions and conclusions, the literature review, the methods section, the results section, the discussion section, the abstract				2	4	0
22. Editing and proofreading				2	2	0
23. Writing up a research paper				2	6	0
Modes of delivery	text analysis and discussion, exercises with major student engagement, individual work, pair and group work					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	SPRAWDZIAN				EP1,EP2,EP3,EP4,EP5,EP6,EP7	
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP2,EP3,EP4,EP5,EP6,EP7	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)				EP1,EP2,EP3,EP4,EP5,EP6,EP7	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Credit with a grade after semester 1and 2. The final grade is the arithmetic mean of the grades received for all assignments. Students must receive a positive grade for the submitted assignments.					
	Grading scale: Skala ocen: 90%-100% 5.0 85%-89% 4.5 75%-84% 4.0 70%-74% 3.5 60%-69% 3.0					
	Grade calculation principles					
The final grade for the subject in each semester is the grade for the laboratory.						
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	1	Writing Skills II (umiejętności pisania II)			Ważona	
	1	Writing Skills II (umiejętności pisania II) [laboratorium]		zaliczenie z oceną		1,00
	2	Writing Skills II (umiejętności pisania II)			Ważona	
	2	Writing Skills II (umiejętności pisania II) [laboratorium]		zaliczenie z oceną		1,00
Basic reading	Martin Hewings and Craig Thaine (2012): Cambridge Academic English. An integrated skills course EAP. Student's book. Advanced, CUP					
	Stephen Bailey (2022): Academic Writing for University Students, Routledge					
Supplementary reading						
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		60		0		
Participation in test / exam		8		0		
Preparation for contact hours		21		0		
Private reading and studying		18		0		
Participation in tutorials		30		0		

Preparation of project / essay / etc.	38	0
Preparation for test / exam	25	0
TOTAL workload	200	
ECTS credits	8	