

Institute of Journalism and International Relations

Winter semester:

Module I:

Strategies of the international corporations	30 ECTS
Introduction to World Politics	
Countries' economic systems	
Political Geography	
Law and Politics in the Modern Middle East – Selected Case Studies	

Summer semester:

Module I:

From Traditional to Digital – Diplomacy and its Evolution	30 ECTS
American History in the American Culture	
Foundations of Media Production: Discovering Television Basics in Kraków	
Contemporary management concepts - theory and practice	
The Right To Freedom Of Speech And Expression	

Module II:

Turkey and Iran – Domestic and Foreign Policies	30 ECTS
Politics of memory	
Management concepts in international business - theory and practice	
Workshop on psychopathology of public life and politics	
Ethnic Relations	

Course card

Course title	Strategies of the international corporations		
Semester (winter/summer)	winter	ECTS	6
Lecturer(s)	Paweł Ostachowski		
Department	Institute of Journalism and International Relations		

Course objectives (learning outcomes)

The aim of the course is to familiarize students with the role of supervisory corporations in the globalization process and to show the global business space in which corporations compete. Also learn about the impact of corporations on their development and position in the world. Students have the opportunity to analyze phenomena in the presence of competition and analyze progress in the internationalization of enterprises and their marketing mix on the global market.

Prerequisites

Knowledge	Basic knowledge of the concepts of globalization, corporatism, strategy and strategic planning.
Skills	Ability to combine facts and cause-and-effect thinking
Courses completed	No requirements.

Course organization								
Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours			15					

Teaching methods:

Students perform individual exercises that are discussed in groups during classes. Stationary classes at the university are aimed at students' creative use of the material prepared in groups for discussion on the issues of strategic orientation of international enterprises.

Assessment methods:

E – learning	Didactic games	Classes in schools	Field classes	Laboratory tasks	Individual project	Group project	Discussion participation	Students presentation	Written assignment (essay)	Oral exam	Written exam	Other
					X		X	X				X

Assessment criteria	The formal criteria for passing the course are: (1) Attendance at group classes or individual consultations (2) Preparation multimedia presentation (individually) on a selected strategy of two multinational corporations.
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Comments	Without comments
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Course content (topic list)

<ol style="list-style-type: none"> 1. Globalization processes as the genesis of the global economic space. 2. Evolution of the structure of the world economy as a consequence of ongoing globalization. 3. Transnational corporations as key entities of the global economy. 4. The activities of transnational corporations are the foundation for the development of the global business space. 5. The mechanism of corporations' influence on the structure of the world economy through international mergers and acquisitions. 6. Proactive and reactive orientation in the development strategies of international corporations. 7. Standardization and adaptation in the strategies of international corporations – examples. 8. International promotion and communication between corporations and consumers on global market.

Compulsory reading

<ol style="list-style-type: none"> 1. Dorrenbacher Ch. (2017), Multinational Corporations and Organization Theory: Post Millennium Perspectives, Emerald Publishing Limited, New York. 2. Certo S. C. Trevis Certo S. (2023) Modern Management: Concepts and Skills, Pearson Education 3. Dockery D., Knudsen L. (2023), Modern Business Management, Apress L.P., Apress L.P., Apress 4. 2. Buttle F. (2006), Managing for successful customer acquisition: an exploration, „Journal of Marketing Management”, April, Vol. 22, s. 295–317. 5. 7. Greaver II M.F. (1998), Strategic outsourcing. A structural approach to outsourcing decision and initiatives, Amacom, New York.

Recommended reading

<ol style="list-style-type: none"> 1. Morgan J. (2005), Creating Lean Corporations. Reengineering from the bottom up to eliminate waste, Productivity Press, New York. 2. Ohno T. (1988), Toyota production system. Beyond large-scale production, Productivity Press, Portland, Oregon.

3. Heidenreich M., Barmeyer Ch., Koschatzky K. (2015), *Multinational Enterprises and Innovation* (Routledge Studies in International Business and the World Economy).

Course card

Course title	Introduction to World Politics		
Semester (winter/summer)	Winter	ECTS	6
Lecturer(s)	Karol Bieniek, PhD		
Department	Institute of Journalism and International Relations		

Course objectives (learning outcomes)

This course on international relations aims to explain the students how contemporary world politics works. The course focuses on historical background and the main theories of the international relations, the structures, processes and main issues of the world politics in the globalization era. The other aim is to show how to use history with a view to explain a current situation and project a future scenarios and possible outcomes.

Prerequisites

Knowledge	Basic knowledge about history of the world in the 19 th and 20 th centuries.
Skills	Critical and analytical thinking
Courses completed	

Course organization								
Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours			15					

Teaching methods:

Seminar – seminars will be held in the semester based on assigned readings. Attendance is mandatory.

Assessment methods:

Other	Written exam	Oral exam	Written assignment (essay)	Students presentation	Discussion participation	Group project	Individual project	Laboratory tasks	Field classes	Classes in schools	Didactic games	E-learning
			x	x	x							

Assessment criteria	Student presentation and discussion: 20% Active participation and attendance: 30% Final essay: 50%
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Comments	
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Course content (topic list)

<ol style="list-style-type: none"> 1. Historical context of the modern international relations 2. Theories of the international relations 3. International relations in the twentieth century 4. Power in the international politics: global power, regional power, balance of power 5. National interest and the role of the domestic policies 6. War and conflict in the international relations 7. Globalization and its possible future developments

Compulsory reading

<p>Assigned readings (chosen chapters) will be provided during the semester:</p> <p>Art R.J, Jervis R., International Politics: Enduring Concepts and contemporary issues, Longman 2009</p> <p>Baylis J., Smith S., Owens P., The Globalization of World Politics: An Introduction to International Relations. Oxford University Press, Oxford 2011</p> <p>Donnelly J., Realism and international relations, Cambridge University Press, Cambridge 2000</p> <p>International studies review (chosen papers)</p> <p>Keylor W.R., A World of Nations: The International Order Since 1945, Oxford University Press, Oxford 2009</p> <p>Mearsheimer J., The Tragedy of Great Power Politics, Norton, New York 2001</p> <p>Powell R., In the Shadow of Power: States and Strategies in International Politics, Princeton University Press, Princeton 1999</p>

Recommended reading

Brzeziński Z., The grand chessboard: American Primacy and Its Geostrategic Imperatives,

Fukuyama F., The end of History and the Last Man

Course card

Course title	Countries' economic systems		
Semester (winter/summer)	winter	ECTS	6
Lecturer(s)	Paweł Ostachowski		
Department	Institute of Journalism and International Relations		

Course objectives (learning outcomes)

The aim of the course is to familiarize students with issues related to the economic systems of countries, emphasizing the differences in economic models and the factors and effects of implementing a given economic policy. During the course, the student learns about the main types of economies and the spatial diversity of economic systems in countries.

Prerequisites

Knowledge	Knowledge of the general principles of the theory of the state and the principles of the political system as well as the general rules of functioning of the public sector.
Skills	Ability to think applied, the ability to formulate novel and innovative proposals, the ability to think taking into account the multi-strand of economic policy.
Courses completed	No requirements.

Course organization								
Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours			15					

Teaching methods:

Classes are conducted in the form of conversation classes. Classes are conducted in the form of conversation classes using multimedia techniques.

Assessment methods:

Other	Written exam	Oral exam	Written assignment (essay)	Students presentation	Discussion participation	Group project	Individual project	Laboratory tasks	Field classes	Classes in schools	Didactic games	E-learning
X				X	X		X					

Assessment criteria	<p>The formal criteria for passing the course are:</p> <p>(1) Attendance at group classes or individual consultations</p> <p>(2) Preparation a project comparing two selected economic systems of the world's countries using the latest statistics and reports of the World Bank, International Monetary Fund (IMF), OECD or other international organizations.</p>
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Comments	Without comments
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Course content (topic list)

1. Types of economic systems and their features
2. Criteria for the typology of economies
3. Local and regional development in national economies
4. Models of cohesion and competitiveness in the context of national and international economic systems
5. Economic structures of selected countries of the world (student reports)
6. Economies of the world's countries and globalization processes.
7. Institutional and non-institutional stakeholders of economic policy in contexts national and international.

Compulsory reading

1. Reinert K. (2020), An Introduction to International Economics: New Perspectives on the World Economy, Cambridge.
2. Rosefielde S. (2002), Comparative Economic Systems: Culture, Wealth, and Power in the 21st Century, London.
3. List F. (2014), The National System of Political Economy. New Edition (translator G.A. Matile), Vernon Press.
4. Maruzzo M.C. (ed.) (2021), Economic Policy, Crisis and Innovation, Taylor&Francis Ltd.
5. Acocella N. (2022), Economic Policy in the 21st Century: The Four Great Challenges, Cambridge.

Recommended reading

1. Acemoglu A. (2013), Why Nations Fail: The Origins of Power, Prosperity and Poverty, Profile Books.
2. Kelton S. (2021), The deficit Myth: How to Build a Better Economy, Hodder And Stoughton Ltd.
3. Stillwell F. (2011), Political Economy: the Contest of Economic Ideas, Oxford University Press.
4. Dalio R. (2023), Changing World Order: Why Nations Succeed or Fail, Simon + Schuster UK
5. Miller Ch (2023), Chip War. The fight for the worlds most critical technology, Simon + Schuster UK

Course card

Course title	Political Geography		
Semester (winter/summer)	winter	ECTS	6
Lecturer(s)	Piotr Wilczyński		
Department	IDSMS		

Course objectives (learning outcomes)

The course is designed to introduce students to a broad range of subject matter relevant to contemporary international relations, geopolitics and geography, concerning analysis on the spatial to political processes.

Prerequisites

Knowledge	Basic knowledge of world history and geography.
Skills	Fluent map reading.
Courses completed	---

Course organization								
Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours			15					

Teaching methods:

Course is based on discussion on all subjects enumerated, which have been chosen to represent broad and complex interplay between geography and contemporary international political processes. Maps and written material will be often presented as a source of knowledge before each classes.

Assessment methods:

Other	Written exam	Oral exam	Written assignment (essay)	Students presentation	Discussion participation	Group project	Individual project	Laboratory tasks	Field classes	Classes in schools	Didactic games	E-learning
	X		X									

Assessment criteria	The course will be passed after verification of essay (8-12 pages of standard text with maps, pictures and bibliography) on chosen by lecturer subject and passing an exam (at least 50% correct answers).
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Comments	Additional points for better mark may be awarded by lecturer.
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Course content (topic list)

<ol style="list-style-type: none"> 1) Introduction to Political Geography 2) Global Geopolitical Systems 3) Integration Groups 4) States 5) Properties and Composition of State's Territory 6) International and Internationalized Entities 7) Dependent Territories 8) Capitals, Centers and Core Areas 9) Borders 10) Electoral Geography

Compulsory reading

<p>Blacksell, M. (2004). Political geography. Routledge. Muir, R. (2015). Modern political geography. Macmillan International Higher Education. Okunev, I. (2020). Political Geography. Peter Lang. Painter, J., & Jeffrey, A. (2009). Political geography. Sage.</p>

Recommended reading

Cox, K. R. (2008). Political geography: territory, state and society. John Wiley & Sons.
Gallaher, C., Dahlman, C. T., Gilmartin, M., Mountz, A., & Shirlow, P. (2009). Key concepts in political geography. Sage.
Jones, M., Jones, R., Woods, M., Whitehead, M., Dixon, D., & Hannah, M. (2014). An introduction to political geography: space, place and politics. Routledge.
Short, J. R. (2002). An introduction to political geography. Routledge.

Course card

Course title	Law and Politics in the Modern Middle East – Selected Case Studies		
Semester (winter/summer)	Winter	ECTS	6
Lecturer(s)	Karol Bieniek, PhD		
Department	Institute of Journalism and International Relations		

Course objectives (learning outcomes)

The course aims to give an insight into the major political, economic and foreign policy developments in Turkish Republic, Iran and Saudi Arabia. Students are expected to acquire general knowledge of the political, economic and legal developments in modern Turkey, Iran and Saudi Arabia and their impact on foreign policy making of these states in the region and outside.

Prerequisites

Knowledge	Basic knowledge about history of the world in the 19 th and 20 th centuries
Skills	Critical and analytical thinking
Courses completed	

Course organization								
Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours			15					

Teaching methods:

Seminar – seminars will be held in the semester based on assigned readings. Attendance is mandatory.

Assessment methods:

Other	Written exam	Oral exam	Written assignment (essay)	Students presentation	Discussion participation	Group project	Individual project	Laboratory tasks	Field classes	Classes in schools	Didactic games	E-learning
			x	x	x							

Assessment criteria	<p>Student presentation and discussion: 20%</p> <p>Active participation and attendance: 20%</p> <p>Written assignment: 20%</p> <p>Final essay: 40%</p>
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Comments	
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Course content (topic list)

<ol style="list-style-type: none"> 1. Transition from the Ottoman Empire to Turkish Republic 2. Early Republican period and single party regime (1923-1945) 3. The transition to multi-party regime and the first military intervention (1945-1960) 4. Role of the Military in the Turkish political life 5. From the military coup towards political instability (1960-1980) 6. Reconstruction of political system – Turkish politics in the 1980's 7. 1997 post-modern coup and its implications 8. Justice and Development Party era - law and foreign politics 9. Islamic Republic of Iran – administration and foreign politics 10. Kingdom of Saudi Arabia – administration and foreign politics

Compulsory reading

<p>Ahmad F., <i>The Making of Modern Turkey</i>, Routledge, London, New York 1993</p> <p>Çarikoğlu A., Kalaycıoğlu E., <i>Turkish Democracy today: Elections, Protest and Stability in an Islamic Society</i>, Tauris, London 2007</p> <p>Cizre Ümit, <i>Secular and Islamic Politics in Turkey. The making of the Justice and Development Party</i>, Routledge, London 2008</p> <p>Hazama Y., <i>Electoral Volatility in Turkey. Cleavages vs. the Economy</i>, Institute of Developing Economies, Chiba 2007</p> <p>Heper M., Evin A., <i>State, Democracy and the Military in Turkey in the 1980s</i>, Walter de Gruyter, Berlin 1988</p>

Heper M., Landau J. (eds.), *Political Parties and Democracy in Turkey*, Tauris, London 1991

Heper M., Sayarı S. (eds.), *Political Leaders and Democracy in Turkey*, Lexington, New York, Oxford 2002

Jenkins G., *Political Islam in Turkey. Running West, Heading East*, Palgrave, New York 2008

Özbudun E., Gençkaya Ö. F., *Democratization and the Politics of Constitution-Making in Turkey*, CEU Press, Budapest, New York 2009

Yavuz H., *Secularism and Muslim Democracy in Turkey*, Cambridge University Press, Cambridge 2009

Zurcher E.J., *Turkey: A Modern History*, London 2005

Recommended Reading

Altunışık M.B., Tür Ö., *Turkey – Challenges of Continuity and Change*, London 2005

Yapp, M. *The Making of the Modern Near East 1792-1923*, London, 1987

Course card

Course title	From Traditional to Digital – Diplomacy and its Evolution		
Semester (winter/summer)	Summer	ECTS	6
Lecturer(s)	Karol Bieniek, PhD.		
Department	Department of Journalism and International Relations		

Course objectives (learning outcomes)

This course aims at analyzing the distinction between foreign policy and diplomacy. It explores traditional and non-traditional diplomacy and provides students with an understanding of the institution of diplomacy —where it comes from, who are its actors, how it functions, and how it was and still is evolving.

Prerequisites

Knowledge	Basic knowledge about history of the world in the 19 th and 20 th centuries.
Skills	Critical and analytical thinking
Courses completed	

Course organization								
Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours			15					

Teaching methods:

Seminar – seminars will be held in the semester based on assigned readings. Attendance is mandatory.

Assessment methods:

Other	Written exam	Oral exam	Written assignment (essay)	Students presentation	Discussion participation	Group project	Individual project	Laboratory tasks	Field classes	Classes in schools	Didactic games	E-learning
			x	x	x							

Assessment criteria	Student presentation and discussion: 20% Active participation and attendance: 30% Final essay: 50%
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Comments	
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Course content (topic list)

<ol style="list-style-type: none"> 1. What is Diplomacy? 2. History of Diplomacy. 3. Traditional Diplomacy. 4. New Diplomacy. 5. Non-Traditional Diplomacy. 6. Diplomatic Culture.

Compulsory reading

Kerr P., Wiseman G., <i>Diplomacy in a Globalizing World: Theories and Practices</i> , New York Oxford: Oxford University Press, 2018. <i>Additional readings will be provided during the semester.</i>

Recommended reading

Course card

Course title	American History in the American Culture		
Semester (winter/summer)	Summer	ECTS	6
Lecturer(s)	PhD Przemysław Łukasik		
Department	Institute of Journalism and International Relations		

Course objectives (learning outcomes)

Gaining knowledge by students in the field of selected issues in the history and culture of the United States. Acquiring by students the ability to assess selected issues in the historical, political, geopolitical and cultural context.

Prerequisites

Knowledge	Students have basic knowledge of United States and world history with particular emphasis on political history.
Skills	Students are able to prepare an oral presentation on specific issues related to the history and culture of the United States.
Courses completed	No requirements.

Course organization								
Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours			15					

Teaching methods:

Workshop activities: preparation of a presentation with a Power Point program, group discussion

Assessment methods:

Other	Written exam	Oral exam	Written assignment (essay)	Students presentation	Discussion participation	Group project	Individual project	Laboratory tasks	Field classes	Classes in schools	Didactic games	E-learning
				X	X	X						

Assessment criteria	The form of completing the course is to prepare a half-hour lecture using Power Point presentations. The student's task will be to discuss 1 selected item from the list of readings and films proposed by the lecturer. The presentation will be an introduction to the group discussion.
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Course content (topic list)

1. The problem of relations between whites and Indians on the example of <i>the Last the Mohicans</i> by James Fenimore Cooper. 2. The religiosity of the inhabitants of the American colonies in the Arthur Miller's playwright <i>The Crucible</i> . 3. <i>Manifest Destiny</i> presented in the movie by John Wayne the <i>Alamo</i> / 1960 / 4. The myth of the South created in the film <i>the Gone with the Wind</i> / 1939 / by Victor Fleming. 5. An American dream depicted on the example of the fate of the main character of the movie <i>There will be blood</i> / 2007 / by Paul Thomas Anderson. 6. The attack on the World Trade Center / 2006 / Oliver Stone as a symbolic event. 7. American melting pot and American values in the film <i>Gran Torino</i> / 2008 / by Clint Eastwood.

Compulsory reading and watching

<ol style="list-style-type: none"> 1. <i>The Last of Mohicans</i>, author: James Fenimore Cooper 2. <i>The Crucible</i>, author: Arthur Miller 3. <i>Alamo</i> /1960/, director: John Wayne 4. <i>Gone with the Wind</i>, author: Margaret Mitchell or movie /1939/, director: Victor Fleming 5. <i>There will be blood</i> /2007/, director: Paul Thomas Anderson 6. <i>World Trade Center</i> /2006/, director: Oliver Stone <i>Gran Torino</i> /2008/, director: Clint Eastwood

Recommended reading

The [Penguin](#) history_of_the_United_States_of_America / [Hugh Brogan](#).
[A people's](#) history_of_the_United_States / [Howard Zinn](#).

[Columbia literary history of the United States / Emory Elliott, general ed. ; associate ed.: Martha Banta \[et al.\] ; advisory ed.: Houston A. Baker \[et al.\].](#)

[Modern United States history / John Traynor.](#)

[The Cambridge history of American literature., vol.2. vol.6.vol.7.](#)

[A companion to twentieth-century American drama / ed. by David Krasner.](#)

[A companion to American fiction 1780-1865 / ed. by Shirley Samuels.](#)

[The new American cinema / ed. by Jon Lewis.](#)

Course card

Course title	Foundations of Media Production: Discovering Television Basics in Kraków		
Semester (winter/summer)	summer	ECTS	6
Lecturer(s)	Paweł Nowakowski, PhD		
Department	Institute of Journalism and International Relations		

Course objectives (learning outcomes)

This course introduces students to the fundamental concepts of media production, focusing on television. Participants will explore theoretical and practical aspects, including camera work, scriptwriting, and production preparation.

Prerequisites

Knowledge	A general understanding of how television or video content is consumed (no prior technical knowledge required).
Skills	Basic teamwork and communication skills to collaborate effectively in group settings.
Courses completed	None

Course organization								
Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours				15				

Teaching methods:

Workshops, group projects, hands-on studio practice, case studies

Assessment methods:

Other	Written exam	Oral exam	Written assignment (essay)	Students presentation	Discussion participation	Group project	Individual project	Laboratory tasks	Field classes	Classes in schools	Didactic games	E-learning
						X	X	X				

Assessment criteria	<p>1) Individual work - Scriptwriting Assignment</p> <p>Prepare a script for a television segment focused on life in Kraków. The script should align with a chosen television format (e.g., news report, talk show, documentary, or entertainment piece). The script must include a clear structure, scene descriptions, and dialogue (if applicable).</p> <p>2) Team effort - Participation in a Group Media Project</p> <p>Actively contribute to the production of a collaborative media project in the studio. Roles will be assigned (e.g., camera operator, director, actor) to simulate real-world television production. The final project will be presented and discussed as a team effort.</p>
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Comments	
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Course content (topic list)

<p>Introduction to Television Media (2 hours)</p> <p>Theoretical Foundations of Scriptwriting (2 hours)</p> <p>Constructing a Television Script (2 hours)</p> <p>Basics of Camera Operation (3 hours)</p> <p>Studio Production (2 hours)</p> <p>Final Project (4 hours)</p>

Compulsory reading

<p>Zettl, Herbert. <i>Television Production Handbook</i> (different editions 2005-2017).</p> <p>McKee, Robert. <i>Story: Substance, Structure, Style and the Principles of Screenwriting</i>. (different editions 1997 – 2014).</p> <p>Boyd, Andrew, and Peter Stewart. <i>Broadcast Journalism: Techniques of Radio and Television News</i> (8th Edition). Routledge, 2021.</p>

Recommended reading

Kindem, Gorham, and Robert B. Musburger. *Introduction to Media Production: The Path to Digital Media Production* (4th Edition). Routledge, 2009.

Course card

Course title	Contemporary management concepts - theory and practice		
Semester (winter/summer)	summer	ECTS	6
Lecturer(s)	Paweł Ostachowski		
Department	Institute of Journalism and International Relations		

Course objectives (learning outcomes)

The aim of the course is to provide students with knowledge of the theoretical foundations and practical examples of the application selected management concepts in business models of enterprises operating in the international space.

Prerequisites

Knowledge	<i>Knowledge of general principles formulating generalizations and building theoretical models. Basic knowledge and a general, intuitive 'feel' to understand the fundamental principles governing cooperation between people, division of labor, production, efficiency and management.</i>
Skills	<i>Conceptual thinking, the ability to falsify, transferring theory to practice.</i>
Courses completed	<i>No requirements.</i>

Course organization									
Form of classes	W (Lecture)	Group type							
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)		
Contact hours			15						

Teaching methods:

Conversation with students supported by multimedia techniques. Discussions on the management concepts selected for analysis, taking into account examples prepared by students. Implementation of classes in the form of meetings of the entire team or individual consultations (optional).

Assessment methods:

Other	Written exam	Oral exam	Written assignment (essay)	Students presentation	Discussion participation	Group project	Individual project	Laboratory tasks	Field classes	Classes in schools	Didactic games	E-learning
				X	X		X					

<i>Assessment criteria</i>	<p><i>The formal criteria for passing the course are:</i></p> <p><i>(1) Attendance at group classes or individual consultations</i></p> <p><i>(2) Preparation multimedia presentation (individually) on a selected management concept with his example of application in a selected international company.</i></p>
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<i>Comments</i>	<i>Without comments</i>
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Course content (topic list)

1. Precursors of the management concept
2. Classical and behavioral management school
3. Quantitative Management School
4. System of management school
5. Lean management
6. Outsourcing and insourcing
7. Benchmarking
8. Management through innovation (MTI)
9. Time Based Management (TBM)
10. Customer relationship management (CRM)
11. Corporate social responsibility (CSR)
12. Diversity management and reengineering
13. Talent management
14. Network and virtual organization
15. Learning organization
16. Turquoise organization

Compulsory reading

1. Certo S. C. Trevis Certo S. (2023) *Modern Management: Concepts and Skills*, Pearson Education
2. Griffin R. W (2016), *Fundamentals of management*. Cengage Learning.
3. Lussier R. N. (2020), *Management Fundamentals: Concepts, Applications, and Skill Development*.
4. Hojce M., Kral Z., (2011) *Współczesne metody zarządzania w teorii i praktyce*, Wrocław.
5. Griffin R. W. (2016), *Management*. Cengage Learning.
6. Quinn S., (2010), *Management basics*. Bookboon.
7. Witzel M., (2004), *Management: the basics*. Routledge.
8. Dockery D., Knudsen L. (2023), *Modern Business Management*, Apress L.P., Apress L.P., Apress
9. Chand S. N., (2009), *Management: Concept, Theory and Practices*, Atlantic Publishers & Distributors
10. Robbins S. P, Coulter M.A., De Cenzo D., (2023), *Fundamentals of Management*, Global Edition, Pearson Education

Recommended reading

1. Bruhn M. (2003), *Relationship marketing. Management of customer relationships*, Pearson Education, Prentice Hall, Harlow.
2. Buttle F. (2006), *Managing for successful customer acquisition: an exploration*, „Journal of Marketing Management”, April, Vol. 22, s. 295–317.
3. Boulding W., Staelin R., Ehret M., Johnston W.J. (2005), A Customer Relationship Management Roadmap: What Is Known, Potential Pitfalls, and Where to Go, „Journal of Marketing”, October, Vol. 69, s. 155–166.
4. Payne A., Frow P. (2006), *Customer relationship management: from strategy to implementation*, „Journal of Marketing Management”, Vol. 22, s. 135–168.
5. Morgan J. (2005), *Creating Lean Corporations. Reengineering from the bottom up to eliminate waste*, Productivity Press, New York.
6. Ohno T. (1988), *Toyota production system. Beyond large-scale production*, Productivity Press, Portland, Oregon.
7. Greaver II M.F. (1998), *Strategic outsourcing. A structural approach to outsourcing decision and initiatives*, Amacom, New York.

Course card

Course title	The Right To Freedom Of Speech And Expression		
Semester (winter/summer)	Summer	ECTS	6
Lecturer(s)	Maria Rożnowska, PhD		
Department	Institute of Journalism and International Relations		

Course objectives (learning outcomes)

The course covers the legal aspects of the right to freedom of speech and expression, especially the limitations on the above – mentioned right.

Prerequisites

Knowledge	The student has basic legal knowledge.
Skills	The student has knowledge of English at B2 level according to the Common European Framework of Reference for Languages. The student is able to find sources of information on a selected topic in the field of law.
Courses completed	_____

Course organization								
Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours			15					

Teaching methods:

Lecture with elements of discussion and case studies. Presentations of students' individual projects.

Assessment methods:

Other	Written exam	Oral exam	Written assignment (essay)	Students presentation	Discussion participation	Group project	Individual project	Laboratory tasks	Field classes	Classes in schools	Didactic games	E-learning
				X	X		X					

Assessment criteria	Assessment based on participation in discussion and presentation of individual student projects.
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Comments	
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Course content (topic list)

<p>1. The right to freedom of speech and expression.</p> <p>Article 10 of the European Convention on Human Rights.</p> <p>2. Limitations on the right to freedom of speech and expression.</p> <p>Relationship to other rights, e.g. the right to a fair trial, the right to privacy, the intellectual property rights (copyright, trade secrets). Article 8 of the European Convention on Human Rights.</p> <p>3. Freedom of speech in the media.</p> <p>Journalists' rights and duties, journalists' responsibilities, journalistic objectivity/honest criticism, the press rights of access to information, privilege not to disclosure sources of information, public figure and right to privacy.</p> <p>4. Hate speech.</p> <p>5. An offence against religious feelings.</p> <p>6. Freedom of speech in arts and entertainment.</p> <p>7. Freedom of commercial speech.</p> <p>The regulations of advertising.</p>

Compulsory reading

1. E. Barendt, Freedom of Speech, Oxford 2016.
2. H. Thorgeirsdóttir, Journalism Worthy of the Name, Leiden/Boston 2005.

Recommended reading

1. A. Allport, J. Horner, Freedom of Speech, New York 2011.
2. D. Milo, Defamation and freedom of speech, Oxford 2008.
3. R. Sorabji, Freedom of speech and expression : its history, its value, its good use, and its misuse, New York 2021.

Course card

Course title	Turkey and Iran – Domestic and Foreign Policies		
Semester (winter/summer)	Summer	ECTS	6
Lecturer(s)	Karol Bieniek, PhD		
Department	Institute of Journalism and International Relations		

Course objectives (learning outcomes)

The course aims to give an insight into the major political, economic and foreign policy developments in Turkish Republic and Islamic Republic of Iran. Students are expected to acquire general knowledge of the political, economic and legal developments in both countries and their impact on foreign policy making of these states in the region and outside.

Prerequisites

Knowledge	Basic knowledge about history of the world in the 19 th and 20 th centuries
Skills	Critical and analytical thinking
Courses completed	

Course organization								
Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours			15					

Teaching methods:

Seminar – seminars will be held in the semester based on assigned readings. Attendance is mandatory.

Assessment methods:

Other	Written exam	Oral exam	Written assignment (essay)	Students presentation	Discussion participation	Group project	Individual project	Laboratory tasks	Field classes	Classes in schools	Didactic games	E-learning
			x	x	x							

Assessment criteria	<p>Student presentation and discussion: 20%</p> <p>Active participation and attendance: 20%</p> <p>Written assignment: 20%</p> <p>Final essay: 40%</p>
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Comments	
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Course content (topic list)

<ol style="list-style-type: none"> 1. Transition from the Ottoman Empire to Turkish Republic 2. Early Republican period and single party regime (1923-1945) 3. The transition to multi-party regime and the first military intervention (1945-1960) 4. Role of the Military in the Turkish political life 5. From the military coup towards political instability (1960-1980) 6. Reconstruction of political system – Turkish politics in the 1980's 7. 1997 post-modern coup and its implications 8. Justice and Development Party era - law and foreign politics 9. Islamic Republic of Iran – administration and foreign politics

Compulsory reading

<p>Ahmad F., <i>The Making of Modern Turkey</i>, Routledge, London, New York 1993</p> <p>Çarkoğlu A., Kalaycıoğlu E., <i>Turkish Democracy today: Elections, Protest and Stability in an Islamic Society</i>, Tauris, London 2007</p> <p>Cizre Ümit, <i>Secular and Islamic Politics in Turkey. The making of the Justice and Development Party</i>, Routledge, London 2008</p> <p>Hazama Y., <i>Electoral Volatility in Turkey. Cleavages vs. the Economy</i>, Institute of Developing Economies, Chiba 2007</p> <p>Heper M., Evin A., <i>State, Democracy and the Military in Turkey in the 1980s</i>, Walter de Gruyter, Berlin 1988</p>

- Heper M., Landau J. (eds.), *Political Parties and Democracy in Turkey*, Tauris, London 1991
- Heper M., Sayarı S. (eds.), *Political Leaders and Democracy in Turkey*, Lexington, New York, Oxford 2002
- Jenkins G., *Political Islam in Turkey. Running West, Heading East*, Palgrave, New York 2008
- Özbudun E., Gençkaya Ö. F., *Democratization and the Politics of Constitution-Making in Turkey*, CEU Press, Budapest, New York 2009
- Yavuz H., *Secularism and Muslim Democracy in Turkey*, Cambridge University Press, Cambridge 2009
- Zurcher E.J., *Turkey: A Modern History*, London 2005

Recommended Reading

- Altunışık M.B., Tür Ö., *Turkey – Challenges of Continuity and Change*, London 2005
- Yapp, M. *The Making of the Modern Near East 1792-1923*, London, 1987

Course card

Course title	Politics of memory		
Semester (winter/summer)	Summer	ECTS	6
Lecturer(s)	PhD Przemysław Łukasik		
Department	Institute of Journalism and International Relations		

Course objectives (learning outcomes)

Politics of memory, increasingly present in the internal space of the state and in international relations, will be discussed through the prism of various forms and models used in selected countries and the goals that countries want to achieve using this instrument.

Prerequisites

Knowledge	The student has general knowledge of basic issues regarding the functioning of the state, political and social events, both past and current, as well as basic knowledge of European and world history.
Skills	The student has the ability to communicate, especially verbal, logical and analytical thinking, and to obtain necessary information from literature and databases. Students can prepare an oral presentation on selected issues related to the course topic.
Courses completed	No requirements.

Course organization								
Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours			15					

Teaching methods:

Workshop activities: group discussion, preparation of a group presentation with a Power Point program.

Assessment methods:

Other	Written exam	Oral exam	Written assignment (essay)	Students presentation	Discussion participation	Group project	Individual project	Laboratory tasks	Field classes	Classes in schools	Didactic games	E-learning
				x	x	x						

Assessment criteria	The form of completing the course is to prepare a half-hour group presentation (it can be Power Point presentation). The student's task will be to discuss 1 selected item from the list of readings and films proposed by the lecturer. The presentation will be an introduction to the group discussion.
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Comments	
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Course content (topic list)

<ol style="list-style-type: none"> 1. Definition of politics of history and politics of memory. Use and abuse of history. Functions and instruments of politics of memory. 2. History as an Instrument of the contemporary international conflicts. 3. Russian politics of memory and historical disputes 4. China and politics of history 5. Politics of history in the United States 6. German politics of memory 7. Polish politics of memory

Compulsory watching:

<p>How to Win a Memory War? https://enrs.eu/video/how-to-win-a-memory-war</p> <p>Understanding Chinese Nationalism: Historical Memory in Chinese Politics and Foreign Relations https://www.youtube.com/watch?v=xN8BPecpNZg</p> <p>Remembering the Future. Politics of Memory and the Culture War: Poland & Germany https://www.youtube.com/watch?v=Q5kYx1sig-o</p> <p>Russian and Ukrainian identity and history – the weaponisation of history https://www.youtube.com/watch?v=TDp-34cJa4E&list=PL3mposj9_bGtJtfBYD7ZtDJBidEMrmo0&index=9</p> <p>PBS Frontline: A Jew Among the Germans (2005) [CC] https://www.youtube.com/watch?v=U_SaO4BfAi0</p>

Recommended reading:

Katharine Hodgkin and Susannah Radstone, [Contested pasts : the politics of memory](#), London ; New York : Routledge, 2014.

Jeffrey K. Olick, [The politics of regret : on collective memory and historial responsibility](#), New York ; Abingdon : Routledge, 2008.

[The Use and Abuse of Memory : Interpreting World War II in Contemporary European Politicsm, Christian Karner and Bram Mertens, editors](#), New Brunswick ; London : Transaction Publishers, 2013.

[Auchter, Jessica, The politics of haunting and memory in international relations](#), London ; New York : Routledge Taylor & Francis Group, 2017.

Zinn, Howard, *The Politics of History: With a New Introduction*. University of Illinois Press, 1990.

Autry, R. *Desegregating the Past. The Public Life of Memory in the United States and South Africa*. New York: Columbia University Press, 2017.

James W. Lowen's *Lies Across America; What Our Historic Sites Get Wrong*, The New Press, 1999.

Gustafsson, Karl. 2014. "Memory Politics and Ontological Security in Sino-Japanese Relations." *Asian Studies Review*, 38(1): 71-86. (14pp)

Course card

Course title	Management concepts in international business - theory and practice.		
Semester (winter/summer)	summer	ECTS	6
Lecturer(s)	Paweł Ostachowski		
Department	Institute of Journalism and International Relations		

Course objectives (learning outcomes)

The aim of the course is to provide students with knowledge of the theoretical foundations and practical examples of the application selected management concepts in business models of enterprises operating in the international space.

Prerequisites

Knowledge	Knowledge of general principles formulating generalizations and building theoretical models. Basic knowledge and a general, intuitive 'feel' to understand the fundamental principles governing cooperation between people, division of labor, production, efficiency and management.
Skills	Conceptual thinking, the ability to falsify, transferring theory to practice.
Courses completed	No requirements.

Course organization

Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours			15					

Teaching methods:

Conversation with students supported by multimedia techniques. Discussions on the management concepts selected for analysis, taking into account examples prepared by students. Implementation of classes in the form of meetings of the entire team or individual consultations (optional).

Assessment methods:

Other	Written exam	Oral exam	Written assignment (essay)	Students presentation	Discussion participation	Group project	Individual project	Laboratory tasks	Field classes	Classes in schools	Didactic games	E-learning
	X			X	X		X					

Assessment criteria	<p>The formal criteria for passing the course are:</p> <p>(1) Attendance at group classes or individual consultations</p> <p>(2) Preparation multimedia presentation (individually) on a selected management concept along with its example of contemporary business application in a selected international company.</p> <p>(3) Well pass a tree smart test after the meetings .</p>
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Comments	Without comments
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Course content (topic list)

<ol style="list-style-type: none"> 1. Precursors of the management concept 2. Classical and behavioral management school 3. Quantitative Management School 4. System of management school 5. Lean management 6. Outsourcing and insourcing 7. Benchmarking 8. Management through innovation (MTI) 9. Time Based Management (TBM) 10. Customer relationship management (CRM) 11. Corporate social responsibility (CSR) 12. Diversity management and reengineering 13. Talent management 14. Network and virtual organization 15. Learning organization 16. Turquoise organization

Compulsory reading

1. Certo S. C. Trevis Certo S. (2023) *Modern Management: Concepts and Skills*, Pearson Education
2. Griffin R. W (2016), *Fundamentals of management*. Cengage Learning.
3. Lussier R. N. (2020), *Management Fundamentals: Concepts, Applications, and Skill Development*.
4. Hopej M., Kral Z., (2011) *Współczesne metody zarządzania w teorii i praktyce*, Wrocław.
5. Griffin R. W. (2016), *Management*. Cengage Learning.
6. Quinn S., (2010), *Management basics*. Bookboon.
7. Witzel M., (2004), *Management: the basics*. Routledge.
8. Dockery D., Knudsen L. (2023), *Modern Business Management*, Apress L.P., Apress L.P., Apress
9. Chand S. N., (2009), *Management: Concept, Theory and Practices*, Atlantic Publishers & Distributors
10. Robbins S. P, Coulter M.A., De Cenzo D., (2023), *Fundamentals of Management*, Global Edition, Pearson Education

Recommended reading

1. Bruhn M. (2003), *Relationship marketing. Management of customer relationships*, Pearson Education, Prentice Hall, Harlow.
2. Buttle F. (2006), *Managing for successful customer acquisition: an exploration*, „Journal of Marketing Management”, April, Vol. 22, s. 295–317.
3. Boulding W., Staelin R., Ehret M., Johnston W.J. (2005), A Customer Relationship Management Roadmap: What Is Known, Potential Pitfalls, and Where to Go, „Journal of Marketing”, October, Vol. 69, s. 155–166.
4. Payne A., Frow P. (2006), *Customer relationship management: from strategy to implementation*, „Journal of Marketing Management”, Vol. 22, s. 135–168.
5. Morgan J. (2005), *Creating Lean Corporations. Reengineering from the bottom up to eliminate waste*, Productivity Press, New York.
6. Ohno T. (1988), *Toyota production system. Beyond large-scale production*, Productivity Press, Portland, Oregon.
7. Greaver II M.F. (1998), *Strategic outsourcing. A structural approach to outsourcing decision and initiatives*, Amacom, New York.

Course card

Course title	Workshop on psychopathology of public life and politics		
Semester (winter/summer)	Summer	ECTS	6
Lecturer(s)	prof. dr hab. Jacek Sroka		
Department	Journalism and International Relations		

Course objectives (learning outcomes)

The aim of the course is to draw attention to the psychopathological side of politics (and policy making) to jointly develop in a workshop group an answers to the main questions: how to diagnose, categorize and analyze it, as well as is it possible to correct psychopathological features and processes in politics and policy making.

Prerequisites

Knowledge	General knowledge on social sciences.
Skills	Skills in: active participation in discussion, reading some texts, watching short clips, presenting own studies, creative thinking.
Courses completed	Basic courses providing general knowledge about society and public life.

Course organization								
Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours			15					

Teaching methods:

Online worksop (MsT) supported by multimedia, academic discussion around issues and around the presentations.

Assessment methods:

Other	Written exam	Oral exam	Written assignment (essay)	Students presentation	Discussion participation	Group project	Individual project	Laboratory tasks	Field classes	Classes in schools	Didactic games	E-learning
				X	X							X

Assessment criteria	Presence, active participation in classes, presentation.
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Comments	none
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Course content (topic list)

1. Introduction - what is the psychopathology of politics and policy making: basic terms, research and literature.
2. Four perspectives of diagnosis and analysis: political leadership; electoral behaviors; political systems; culture-based patterns of behaviors.
3. Psychopathology of political leaders.
4. Psychopathology of voters.
5. Psychopathology of political systems.
6. Psychopathology of binding patterns of behavior.

The given topics intertwine, and their separation makes only illustrative sense. During the workshops, these issues will be brought closer and discussed in a way that allows for understanding the complexity of psychopathological individuals, groups, behaviors and processes in politics and policy making.

Compulsory reading

Lasswell H.D., *Psychopathology and Politics*, New York: Viking Press 1968, <https://z-lib.gs/book/23062310/f14f66/psychopathology-and-politics.html?dsource=recommend>

- depending on the needs during classes.

Recommended reading

Skeem J.L., Polaschek D.L., Patrick Ch.J., Lilienfeld S.O., *Psychopathic Personality: Bridging the Gap Between Scientific Evidence and Public Policy*, *Psychological Science in the Public Interest* 2011, no. 12: 95–162,

https://www.researchgate.net/publication/275451920_Psychopathic_Personality_Bridging_the_Gap_Between_Scientific_Evidence_and_Public_Policy

Brzović Z., Jurjako M., Šustar P., *The Kindness of Psychopaths*, *International Studies in the Philosophy of Science*, 2(31): 189-21,
https://www.researchgate.net/publication/322519886_The_Kindness_of_Psychopaths

Course card

Course title	Ethnic Relations		
Semester (winter/summer)	summer	ECTS	6
Lecturer(s)	Piotr Wilczyński		
Department	IDSMS		

Course objectives (learning outcomes)

The purpose of the course is to familiarize students with the national-ethnic and linguistic diversity of the world. The course will address issues related to the origin of major languages and their evolution, the spatial distribution of major languages, as well as issues related to the extinction of languages and the emergence of new ones. In addition, selected ethnic minorities in the world will be discussed in more detail

Prerequisites

Knowledge	---
Skills	---
Courses completed	---

Course organization								
Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours			15					

Teaching methods:

Classes are conducted in the form of seminars enriched with multimedia presentations. Students are required to actively participate in discussions on the topic and prepare and present a project (one individual and one with the group). The course ends with a written assessment.

Assessment methods:

E-learning	Didactic games	Classes in schools	Field classes	Laboratory tasks	Individual project	Group project	Discussion participation	Students presentation	Written assignment (essay)	Oral exam	Written exam	Other
					X	X	X	X			X	

Assessment criteria	Assessment is awarded to a student who actively participated in class, handed in and reported on the required project work and scored at least 50% on the test.
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Comments	---
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Course content (topic list)

<ol style="list-style-type: none"> 1) Introduction to ethnogenesis and ethnology 2) Slavic peoples 3) Germanic peoples 4) Romance peoples 5) Other European peoples (Celts, Balts, Greeks and Albanians, Armenians, etc.) 6) Afro-Asiatic peoples 7) Nilo-Congolese, Niger-Congolese, Koysan and Bantu peoples 8) Indo-Iranian and Dravidian peoples 9) Sino-Tibetan, Hmong-Mien and Thai-Kaday peoples 10) Altaic, Siberian, Paleo-Asian, Korean and Japanese peoples 11) Austroasiatic, Austronesian, Papuan and Australian peoples 12) Native American peoples 13) Extinct and isolated peoples and other smaller groups 14) The so-called spirit of nations vs. their fate - what leads to the rise and fall of peoples 15) Language policy in the era of globalization and cosmopolitanism, the issue of preserving ethnic diversity vs. the problem of nationalism

Compulsory reading

<p>Burke P., 2009. Languages and communities in early modern Europe. Fenton S., 2007. Ethnicity. Ostler N., 2006. Empires of the Word. A Language History of the World. Joseph J.E., 2004. Language and Identity. National, Ethnic, Religious.</p>

Recommended reading

Marger M. N., 1985. Race and Ethnic Relations: American and Global Perspectives.
Pieterse J. N., 2019. Globalization and Culture. Global melange.
<https://www.ethnologue.com/>