

# Collegium Civitas

## CATALOGUE OF COURSES IN ENGLISH

### COLLEGIUM CIVITAS

Collegium Civitas is an accredited university in Warsaw, Poland entitled to award Bachelor's and Master's degrees in Sociology and International Relations; Bachelor's degrees in Journalism and Management.

**Warsaw, 2020/2021**

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# WELCOME

All courses are divided into two groups: obligatory and elective courses, which usually earn 3 or 5 ECTS (generally, 2 ECTS points are equal to 1 US credit).

Please be kindly informed that:

- 1) Some courses may be limited for Exchange program students.
- 2) Some courses will be opened, only if the required minimum amount of students enroll in a course. In case of insufficient number of students enrolled in a course, students will be asked to select another one during the modification of course enrollment.
- 3) Apart from the obligatory and elective courses, there are also language courses worth six credit points each (students may choose from among four foreign languages, Polish as a foreign language is also offered).
- 4) The duration of an average course is thirty academic hours, resulting in classes being held once a week for two hours during any given semester.

We hope potential students will find our academic offer attractive and engaging.

**\* The catalogue will still be modified.**

# **COURSES TAUGHT IN ENGLISH**

**INTERNATIONAL RELATIONS, SOCIOLOGY, JOURNALISM AND NEW MEDIA,  
MANAGEMENT**

**(in alphabetical order)**

**Academic year: 2020 / 2021**

**Academic and Report Writing**  
**Analysis of Current International Affairs**  
**Applied Leadership Seminar**  
**Approaches to Conflict Transformation**  
**Art., Value and International Relations**  
**Artists and Their Careers. Sociology of Artistic Professions**  
**Belt and Road Initiative CEE Perspective**  
**Big Data Journalism**  
**Building Customer Relationships**  
**Business and Culture**  
**Business Environment in Central and Eastern Europe - Collegium Civitas**  
**Debating Society**  
**Business Ethics**  
**Business Management**  
**Business Relation Building**  
**Business Research Methods**  
**Campaigns and Media - Planning and Organizing**  
**CEE - Road to Democracy**  
**Commercial and Labour Law**  
**Communication - Advertising - PR**  
**Communications Management**  
**Consumer Behaviour**  
**Contemporary International Relations - Theory and Practice**  
**Contemporary Polish Society**  
**Convergent Media**  
**Corporate Finance**

**Corporate Social Responsibility**  
**Countering Violent Extremism and Radicalization**  
**Critical Thinking**  
**Critical Thinking in Policy Analysis**  
**Cultural Diplomacy**  
**Culture and Society**  
**Cybersecurity**  
**Decision-Making in International Relations**  
**Decolonization and Post-Colonialism**  
**Design Thinking**  
**Designing Peacebuilding Projects**  
**Digital Analytics**  
**Digital Marketing & Advertising**  
**Diplomacy, Conflict Resolution and International Peacekeeping after WWII**  
**Diplomatic Practice (E-diplomacy, Diplomatic Protocole, Savoir-Vivre)**  
**Diplomatic Workshop**  
**Documentary: Watching the World**  
**E-commerce**  
**Economy and Society**  
**Economy, Politics and Data**  
**Effective Public Policy**  
**Effective Team Management**  
**Elites and Leadership in Contemporary Politics**  
**Entrepreneurship**  
**Environmental Security and Sustainable Development**  
**Eros, Death and Culture. The Use of Psychoanalysis for Social Sciences**  
**Ethics of Consumption and PR**  
**Ethics of Foreign Policy**  
**EU as a Global Actor: Europe's Power in the Age of Multipolarity**  
**EU Educational Policy - Theory and Practical Implementation**  
**EU Foreign Policy Perspectives**  
**European Civilization**  
**European Economic and Political Integration**  
**Facebook & Instagram Masterclass**  
**Fake news, post-truth and politics of information in the XXI century**  
**Financial Accounting**  
**Foundations in Peace and Conflict Studies. General Issues**  
**Foundations in Peace and Conflict Studies. Specific Issues**  
**Geopolitical Dimension of Energy Security**

**Global Business Operations and Supply Chain**  
**Global Corporate Governance**  
**Global Media: Discourse Analysis**  
**Global Media: Politics of Conflict**  
**Globalization Process**  
**History of Diplomacy**  
**Holocaust and Genocide**  
**Human Capital Management**  
**Human Rights: Organizations, Systems and New Challenges**  
**Humanitarian and Development Aid**  
**Hybrid Conflicts and Asymmetric Threats**  
**India and Europe - the Twins Unlike Civilizations**  
**Indonesian language**  
**Influencer's Social Media**  
**Innovation & Change Management**  
**Intellectual & Ethical Issues in International Business**  
**Intelligence**  
**Interactive marketing and PR on-line**  
**Intercultural Management**  
**Internal PR and Events**  
**International Advertising and PR**  
**International Arbitration**  
**International Conflict Analysis**  
**International Economics. Finance**  
**International Economics. Trade**  
**International Marketing**  
**International Mass Media**  
**International Negotiations**  
**International Organizations in Conflicts and Crises**  
**International Political Economy**  
**International Public Law. Specific Topics**  
**International Security and Conflicts in the XXI Century**  
**International Terrorism Organizations**  
**Internet, Society, Information - Modern World Problems**  
**Introduction to Digital Marketing and E-commerce**  
**Introduction to Law**  
**Introduction to Marketing and Sales**  
**Introduction to Media and Communication**  
**Introduction to Negotiations**

**Introduction to Online Journalism**  
**Introduction to Research Process Management**  
**Introduction to Security Studies**  
**Introduction to Social Media**  
**Introduction to Sociology**  
**Introduction to Strategic Peacebuilding**  
**Israel in Contemporary World**  
**Legal Environment of International Business**  
**Lobbying in International Environment**  
**Logic**  
**Logic and Methodology of Social Sciences**  
**Macroeconomics and Public Finance**  
**Macrosociology**  
**Management Accounting**  
**Management and Entrepreneurship**  
**Management Strategies for Emerging Markets**  
**Market Analysis**  
**Marketing Research Methods**  
**Media and Video in the Web**  
**Media CC**  
**Media Evolution: Past, Present, Future**  
**Media in a Changing World: The Role of Media in the New World**  
**Media Relations and Advocacy Releases**  
**Mediations in International and Multicultural Environment**  
**Microeconomics**  
**Microsociology**  
**Multilateral Diplomacy**  
**Multilateral Negotiations - CC Debating Society**  
**National Branding**  
**Negotiations**  
**Network Theory**  
**New Media and Researching New Media - introduction**  
**Non-Governmental Organizations, Social Policy and Development**  
**Online Consumer Behaviour**  
**Organizational Methods and Management**  
**People's Power in Positive Social Change**  
**Personal Branding and Career Path in PR**  
**Philosophy**  
**Photography Workshop**

**Political Strategies in a Multipolar World**  
**Professional Standards vs Propaganda Agents**  
**Project Management**  
**Psychology of Peace and Conflict**  
**Public Diplomacy and Economic Diplomacy as an Instrument of Creation of Country's Image and National Mark**  
**Public International Law**  
**Public Relations**  
**Qualitative Data Analysis (Atlas.ti)**  
**Qualitative Data Analysis and Interpretation**  
**Quantitative Data Analysis (SPSS/R)**  
**Quantitative Methods and Statistics in Business**  
**Racial Studies - Colonialism, Culture, Race**  
**Self and Other: Mutuality and Domination**  
**Semiotics of Popular Culture**  
**SEO & SEM**  
**Social and Economic Contexts of Modern Conflicts**  
**Social Media & Culture**  
**Social Media & Politics**  
**Social Media in the Media**  
**Social Media Marketing**  
**Social Media Strategy**  
**Sociological Research (Qualitative and Quantitative)**  
**Sociological Theories**  
**Sociological Theories - workshop**  
**Sociological Thinking in Practice**  
**Sociology and Societies of Post-Modernity**  
**Sociology of Culture**  
**Socio-political Geography of Terrorism**  
**Statistics**  
**Statistics for Social Research**  
**Strategic Games**  
**Strategic Management**  
**Strategic Studies**  
**Sustainability and Social Innovation**  
**Terrorism and Other Security Threats**  
**Terrorism and the Media**  
**The Art of Oral and Written Communication**  
**The Most Important Theories of Modernity**



**The Rise of Asia - Focus on South Asia and Its Relations with China**  
**Theory and Practice in International Relations**  
**Theory of International Relations**  
**Tools & Tech for Social Media**  
**Trade, Aid and Development**  
**Transnational Crime**  
**UI & UX Design and Analysis**  
**User Generated Content**  
**Using Media as a Propaganda Weapon**  
**Video & Visuals for Social Media Marketing**  
**War and Peace**  
**Working as a Foreign Correspondent**  
**Workshop: Creative Writing**  
**Workshop: In-Depth Reporting**  
**Workshop: Investigative and Political Reporting**  
**Workshop: Lifestyle Journalism**  
**Workshop: Multimedia Content**  
**Workshop: Opinion Writing**  
**Workshop: Press Interview**  
**Workshop: Real Time Journalism**  
**Workshop: Research**  
**World Economic History**  
**World History 1914-1956**  
**World History since 1956**  
**World Social History (XXth and XXIst Century)**

## COURSE DESCRIPTIONS (in alphabetical order)

### Academic and Report Writing

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Academic cycle	<b>Bachelor's degree and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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#### ***Course description:***

##### Academic writing

During the academic writing module students will become familiar with wide range of aspects related to writing academic texts. Students will learn how to prepare and organize their writing, how to pre-write, redraft and edit academic texts. Moreover, they will learn to make a scientific argument and make good use of sources. Typical forms of academic writing, including essays, articles, dissertations and students projects reports will be discussed thoroughly. Crucial elements of academic texts such as title, abstract, introduction, literature review, method section, results, conclusion, discussion, recommendations, references, appendices will be analysed. After the course students are capable of discerning features of successful abstract, introduction, literature review and other elements of academic texts. They also recognize the characteristics of academic style and are capable of using it.

##### Report writing for professional purposes

Writing a good report is one of the most essential skills in professional environment. During the course students will be provided with practical information on how to write professional texts clearly and effectively. They will learn about numerous aspects of report writing i.e.: how to prepare and plan the report, how to organize the process of writing, revising and editing a text. Moreover, students will be given essential guidelines on methods of acquiring and evaluating information, characteristics of professional writing style and how to improve layout and design in their reports. Common types of reports will presented (interview report, minutes, research report, scientific report, students projects reports). Every theoretical class will be followed by practical Training.

### Analysis of Current International Affairs

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Academic cycle	<b>Bachelor's degree</b>
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Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

This seminar is designed to test students' knowledge and understanding of current international affairs. The lecturer will be conducting the discussion of selective texts/events; the classes are about interacting with the students not lecturing. Students will be asked to choose at least 3 subjects per week that were especially interesting for them, investigate them deeply reading different sources (e.g. using EBSCO base). Students' interests and initial assignments will be coordinated at the first meeting. Students will be expected to be able to report on issues discussed in journals and other relevant sources, noting their importance and implications. Students are expected to be familiar with items covered and to contribute to the discussion at each session. The students will be obliged to follow current analysis, reports and publications available on the websites of leading think tanks and institutions such as e.g. The Heritage Foundation, The Brookings Institution, Carnegie Council, International Crisis Group; and services such as CNN Word section, BBC news.

## **Applied Leadership Seminar**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

This course is designed to enhance students' knowledge, skills and abilities (KSA) to be involved in leadership roles in NGOs and civil society agencies, governmental organizations, businesses human rights: working in the humanitarian sector, as well as fieldwork in zones of conflict and post-conflict communities. Students will explore different leadership styles and skills in a range of peacebuilding settings – local, regional, and international and determine which are most effective in dealing with the peacebuilding challenges. In this course, students will have the opportunity to reflect on their own leadership potential and deepen their understanding by developing a comprehensive peacebuilding project drawing from the KSA's acquired from this and other courses taken in this program.

## Approaches to Conflict Transformation

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Academic cycle	<b>Masterr's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The course is being prepared.

## Art, Value and International Relations

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Academic cycle	<b>Bachelor's degree and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

A professional diplomat, businessman or an expert in sociology, culture or international relations cannot afford to be deprived of fundamental knowledge on the value of art, history of art and ways of discussing art. Works of art consist of not just canvas and paint or sculpted bronze, they is always a story behind them, a value in the biography of the artist, controversies in his life and the meaning of the object of art itself.

The aim of the course is to present students with practical know-how and important facts on the topic of art and value. The role of art in societies has always been most complex. It spreads from showing the social status, through strengthening the message by means of aesthetic glamour - be it secular or religious - or performing magic and even telling the story of human life, to property investment which shows the power of skilful marketing and finally to a tool of reconciliation or a bone of contention in diplomatic relations.

Therefore, we will be analysing the cultural and financial value of art. In our societies art is sometimes treated as a universal currency. A painted canvas takes on the role of a banknote or becomes a property investment. For centuries, works of art have also played a crucial role as tools in international relations. This may result from the fact that their value can be seen as both universal and arbitrary. In what ways is the value of art universal? One possible answer is: by touching upon our common fate and human experience.

Indeed, the market value of the work of art depends on many complex factors, which we will cover in this course.

## Artists and Their Careers. Sociology of Artistic Professions

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Academic cycle	<b>Bachelor's degree and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The aim of this course is to take a closer look and analyze the process of career making in artistic (creative) professions. This seminar will take the history of the sociology of occupations as the point of departure. Students will learn firstly (1) **fundamental concepts and theories** (i.e., art world, career, authenticity), which constitute the basis for an adequate understanding of proposed readings (papers and book extracts) and efficient approach to the studied sociological sphere, here: social world of artistic professions. Secondly, students will get familiar with (2) **sociological methodology** that is useful for an efficient examination of artistic careers. Thirdly, based on proposed readings students will learn about (3) **different types of careers** that vary depending on **artists specializations**: musicians (virtuoso, orchestra, movie, jazz, blues, rock), actors (theaters and movies), architects, writers, poets and painters. Aside of specializations, the discussion about career will also bring to the fore the gender differences (careers of male and female artists) as well as national context, in particular the Polish context, in order to inspire students for further research. The analysis discussed in the class will serve to answer a more general question: is the category of „creative occupation/ profession“ useful for and applicable to the study of artistic professional world given changes on the labor market? Is it sociologically relevant?

## Belt and Road Initiative CEE Perspective

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Academic cycle	<b>Bachelor's degree and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

Belt and Road Initiative from Central Eastern European perspective" academic course will demonstrate both perspectives: Global perspective of China, and its concept of B&R Initiative, as well as the perspective of CEE ( in many cases defined as the perspective of particular countries of CEE, and its reaction towards Chinese initiative of B&R).

Besides analyzing the reactions and connections of particular CEE countries to B&R, also the relations of CEE countries and China will be discussed, as well as, the role of CEE in China's Foreign Policy and its global strategy.

We will read the reports from China, CEE, and various countries of B&R, and also the speeches of political leaders of China and the countries of the region.

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## **Big Data Journalism**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The course will focus on practical application of qualitative and quantitative data to every day journalistic practices. Throughout the semester students will learn how to navigate statistical, financial and demographic research, how to make use of election data and polling and implement it in a coherent manner. Part of the course will also focus on finding topics for long form stories in large data sets - where is the story in numbers or seemingly irrelevant qualitative research. Students are also going to learn how to make use of academia in journalism and how those two dimensions are intertwined, not mutually exclusive.

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## **Building Customer Relationships**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

This course introduces customer relationship topic and explains why it has grown in importance over the past decades. Students will learn how to build topic related activities. Various aspects of management and control of relationships will be discussed. The relation customer/organisation will be analysed as the one that keeps the minds of management busy. This course should help to answer questions like: What type of offer shall we make to potential customers and how do we work together with the customers?

## **Business and Culture**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The purpose of the class is threefold:

1. presentation and analysis of major business cultures in the world
2. exposure to none-western ethical systems
3. analysis of the dynamics of relations between politics and business

In order to accomplish these goals we are going to examine data from international surveys and comparative studies of different political systems: USA, EU, Russia; China; India; African country of choice; Islamic country, Latin America. We will try to use this data and texts to comprehend the business culture of Poland and other East European countries which are entering the global business scene. We are going to study how localism and globalism interact/interfere? In the borderless globalized world where personnel moves as much as capital we are going to study the cases when managers discuss difficulties and opportunities created by such mobility. We shall examine not only national cultures but also look at leadership, organizational and entrepreneurial cultures (leaders, institutions and people). We will invite guests to share their experience with us. In the end we are going to seek answer to the question: is culture an obstacle to development?

## **Business Environment in Central and Eastern Europe –**

### **Collegium Civitas Debating Society**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>

Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The course is being prepared.

## **Business Ethics**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

The aim of this course is to develop in students the skills of evaluation of ethical side of business activities. The course is based on well known real cases showing ethical and unethical behavior in business. The topics cover wide range of issues like: environmental, financial, pharmaceutical, cultural etc. This course is taught as a workshop giving students a chance to discuss different viewpoints what gives them a chance to better understand ethical issues.

## **Business Management**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***



The course is being prepared.

## Business Relation Building

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Training</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

The course is being prepared.

## Business Research Methods

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Training</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

The course is being prepared.

**\* The course may be limited for Exchange program students.  
Advanced English in spoken and written is required.**

## Campaigns and Media – Planning and Organizing

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>

Course type	<b>Obligatory / Training</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The objective of the course is to:

- provide basic and emerging concepts and principles in relation to better decision making in the areas of Advertising & allied fields, Public Relations & Corporate Communication,
- enable the students to integrate various functions with organizational goals and strategies,
- provide hands-on training on planning and production of brand and social campaigns,
- provide skills on various relevant software especially in media planning and production of campaigns.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## **CEE – Road to Democracy**

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Academic cycle	<b>Bachelor's and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The course is being prepared.

## **Commercial and Labour Law**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Communication – Advertising - PR

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Communication Management

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Consumer Behavior

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>

Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

The course is being prepared.

## **Contemporary International Relations – Theory and Practice**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

The course in Contemporary International Relations-Theory and Practice aims at providing participants with an in-depth knowledge of global developments in the international system. The course will focus in particular on international relations in Asia and with the Asian continent and will address their economic aspects. Participants will develop an understanding of the IR theories and their real-world applications.

## **Contemporary Polish Society**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The aim of the course is to familiarize students with various aspects of contemporary Polish society. The students will be made acquainted with the major changes which have taken place in Poland since 4<sup>th</sup> June 1989 and its consequences, which need to be faced nowadays. During the course a broad spectrum of issues is going to be discussed starting from changes in private life, family life and lifestyle, through issues of public life, civil society and media power to major problems concerning nation, identity and the state; diversity, migration and class structure.

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## Convergent Media

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The course is being prepared.

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## Corporate Finance

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

An Emphasis on Core Financial Principles to Elevate Individuals' Financial Decision Making Using the unifying valuation framework based on the Law of One Price, top researchers Jonathan Berk and Peter DeMarzo have set the new canon for corporate finance textbooks. Corporate Finance blends coverage of time-tested principles and the latest advancements with the practical perspective of the financial manager, so students have the knowledge and tools they need to make sound financial decisions in their careers. New To This Course: Coverage of The Latest Developments in the Field Specific Content Changes Personalize learning.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## Corporate Social Responsibility

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

The course aims at introducing students to the ideas, challenges and controversies behind the notion of “corporate social responsibility”. After looking at how economic theory treats the issue of “external” effects of business activities, lectures will discuss historical evolution of ways how different stakeholders understand the responsibilities of the corporate enterprise towards society beyond its own shareholders. In this context students will learn about the roles of international labour standards set by tripartite International Labour Organization, United Nations Global Compact and its multidimensional approach to corporate social responsibility, existing OECD and EU guidelines in this area as well as ISO 26000 – guidelines on social responsibility developed by International Organization for Standardization. On the other hand one will look also at changing attitudes of the business world itself and at evolving approaches towards benchmarking business performance. Students will, individually and through group assignments, identify, analyse and discuss economic and social implications of specific various cases of business behaviour with respect to protection of human rights, labour standards and consumer interests, protection of environment, preventing corruption and unfair business practices, and involvement in development of local and global communities.

## Countering Violent Extremism and Radicalization

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

The course is being prepared.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## Critical Thinking

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Academic cycle	<b>Bachelor's and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

The course is being prepared.

## Critical Thinking in Policy Analysis

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Academic cycle	<b>Bachelor's and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

The course is being prepared.

## Cultural Diplomacy

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

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## Culture and Society

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

What is culture? How does it influence our lives and the societies we live in?

The fields of the sociology of culture and cultural sociology is a broad and growing field of study. This course aims to explore some of the main interpretations of culture, giving particular attention to the investigation of the ways in which attitudes and assumptions shape people's everyday lives; for instance whether sex before marriage is OK, whether children should be raised only in two-parent households or only by heterosexual couples, whether recycling is important etc.

Throughout the course, you'll gain a broad understanding of the major theories and issues encompassed by the sociology of culture. By the end of the course, you'll be able to look more critically at social groups, the media's framing of issues, and where "hot new ideas" might be coming from.

In addition to your weekly readings, over the course of the 12 weeks, you will write three Training, linking readings to your own social observations and you will write a final short paper analyzing a specific aspect of the sociology of culture, focusing either on how the media frames social issues or on what constitutes a subculture.

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## Cybersecurity

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

\* **The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

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## Decision-making in International Relations

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The aim of the course on Decision-making in International Relations is to allow students to gain insight into the various factors affecting how foreign policy is made and executed. The course will explore topics related to the study of International Relations and Cognitive Psychology covering areas such as the models of decision making in foreign policy, its determinants, domestic and international cultural factors and international media influence. The course will incorporate lectures, discussions and case-studies and will conclude with an exam.

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## Decolonization and Post-Colonialism

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

\* **The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

# Design Thinking

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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## ***Course description:***

Welcome to the course „Design Thinking“.

We try to answer the question – how to create products customers want? To answer, this question we will work in a workshop mode, using tools and mindset as real designers do. During the course, you will be introduced to micro-tools and a mindset of the designers. We will focus on real problems and we are going to solve them in a designing process, with all the proper stages of the process. Action oriented, workshop mode of the course will guarantee 100% of hard work, 100% of fun and 0% of boring talks.

# Designing Peacebuilding Projects

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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## ***Course description:***

The course is being prepared.

# Digital Analytics

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Academic cycle	<b>Master's degree</b>
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Language	English
ECTS credits	5
Hours	30 hrs.
Course type	Elective / Seminar
Academic year	2020/2021
Duration	1 semester
Semester	Winter

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**Course description:**

The course is being prepared.

## Digital Marketing & Advertisement

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Academic cycle	Master's degree
Language	English
ECTS credits	3
Hours	30 hrs.
Course type	Obligatory / Seminar
Academic year	2020/2021
Duration	1 semester
Semester	Summer

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**Course description:**

Integrates previous courses' studies of audiences, algorithms and analytics to apply to traditional marketing principles according to new media uses. Advances practice with social media campaign development and content curation/creation, Dissects platforms rules, procedures and opportunities to appropriately inform and successfully influence consumer behavior.

\* The course may be limited for Exchange program students.

Advanced English in spoken and written is required.

## Diplomacy, Conflict Resolution and International Peacekeeping after WWII

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Academic cycle	Bachelor's and Master's degree
Language	English
ECTS credits	3
Hours	30 hrs.
Course type	Elective / Seminar
Academic year	2020/2021
Duration	1 semester

Semester

Summer

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**Course description:**

The course is being prepared.

## Diplomatic Practice (E-diplomacy, Diplomatic Protocol, Savoir-Vivre)

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Training</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course tackles the principles and practice of diplomatic activity and in fact also our daily routine. The diplomacy becomes the increasingly important part of communication in modern societies we belong. Therefore practical way of expressing our opinions and knowledge how to confront them with others, how rightly prepare the negotiating or disputed positions are crucial for our individual or collective success. Moreover, we have to respond to the needs of rules of right behaviour, the savoir-vivre, in professional and personal reality.

\* The course may be limited for Exchange program students.

Advanced English in spoken and written is required.

## Diplomatic Workshop

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course will concentrate on defining the concept and significance of diplomatic protocol, its sphere of influence and methods of attaining previously set goals. The objective of the course is to enable acquaintance of different areas of diplomatic and social activity existing in modern societies, essential for proper and effective functioning in diplomacy, business or office. The students are familiar with rules of protocol and introduced to the principles of savoir-vivre and recognition of cultural differences, important to successful participation in personal commitments and careers. The course provides an opportunity to discuss the issues related to the current political and diplomatic events, emphasizing the part of protocol.

## Documentary: Watching the World

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

The course is being prepared.

## E-commerce

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

The course is being prepared.

## Economy and Society

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>

ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter and Summer</b>

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***Course description:***

It seems a scientific truism to say that every economic decision is also a social one. The aim of the course is to show dynamic processes of interactions between economy and society. The course introduces students to concepts and theoretical tools that are useful to understand the following macro and micro phenomena and processes from a sociological perspective: development of capitalism, adaptation to free-market economy (case of Poland), economic beliefs and a process of system changes. We examine how self-interests, norms, beliefs and social context shape economic decisions of agents and lead to macro-level phenomena. During the course, students are encouraged to conduct their own analyses and develop abilities to understand the socio-economic world.

## **Economy, Politics and Data**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The course is being prepared.

## **Effective Public Policy**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

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## Effective Team Management

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

Teams offer many advantages as an organised way to accomplish tasks. Teams are often fun work experiences. Such enjoyment and satisfaction promotes employee loyalty, motivation, and commitment.

In this course students will learn definition of a team and the different types of teams in organisations. Also students will acquire knowledge on how to build teams in terms of designing the task, selecting the people, and then, the most important thing - managing their relationships. Students will be able to articulate a normative model of optimal decision-making.

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## Elites and Leadership in Contemporary Politics

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Academic cycle	<b>Bachelor's degree and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is designed for advanced (postgraduate) students. It introduces a research perspective, an 'analytic toolbox' and a theoretical model of elite politics. It also provides a guide for the application of this perspective and theory in contemporary social research. The course covers mainly the 20<sup>th</sup> and 21<sup>st</sup> century developments in

advanced democracies. Students are encouraged to examine critically the contemporary elite perspective, and to apply this perspective in contemporary political analysis and research, including their own research projects.

## Entrepreneurship

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Academic cycle	<b>Bachelor's and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

The course is being prepared.

## Environmental Security and Sustainable Development

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

The course is being prepared.

## Eros, Death and Culture. The Use of Psychoanalysis for Social Sciences

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Academic cycle	<b>Bachelor's degree and Master's degree</b>
Language	<b>English</b>



ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

Sigmund Freud's vision of human being revolutionized the way we perceive ourselves. Freud defined man as torn between erotic and aggressive drives, a tragic animal, desperately trying to keep balance between conflicting demands and find some partial satisfaction. According to his vision, man is in an inevitable conflict with his/her society which limits the possibilities of his/her fulfillment. At the same time, from the very start he is defined, shaped and distorted by his society as represented by his/her family and significant others. Freud himself was very well aware of the importance of his teaching for social sciences and sketched - sometimes fascinating and sometimes misguided - psychoanalytic theories of society, morality and religion. Later, his ideas were developed, supplemented and sometimes deeply modified by later thinkers of the psychoanalytic tradition, whose theories are often of much use for the scientific understanding of social phenomena. During the course we shall discuss most important elements of Freud's teaching, as well as various ideas of other crucial psychoanalysts such as C.G. Jung, M. Klein, D. Winnicott, J. Lacan; we shall discuss the possible and actual applications of their theories for social sciences

## **Ethics of Consumption and PR**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The aim of the course is to familiarize students with the most important concepts, theories and current case studies in the field of business ethics, advertising ethics and PR, and to bringing closer problems related to consumerism in the modern world. The seminar gives the opportunity to discuss moral controversies related to contemporary advertising and Public Relations activities: their impact on consumer attitudes and actions, as well as social life. The aim of the course is also to sensitize students to ethical issues related to the impact of advertising and other forms of business communication, both to their content and form. The advantage of the seminar is the analysis of specific market examples, and therefore focus primarily on the practice of action, not theory.

The ability to identify moral controversies in specific commercial activities and persuasive messages is to give the basis for independent thinking in the abovementioned areas and creating a consistent (non-contradictory) ethical system that solves the most important moral controversies in media communication.

# Ethics of Foreign Policy

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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## ***Course description:***

The course is being prepared.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## **EU as a Global Actor: Europe's Power in the Age of Multipolarity**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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## ***Course description:***

The overall objective of the course is to situate the development of the EU's global 'actorness' in the broader setting of international relations. The module will fuse the study of European integration, international political economy and international relations. It targets students of cultural studies and sociology, as well as those on IR programmes. The module will run as a seminar, meaning a short lecture and active student participation. Students will be provided with detailed reading lists and key questions to guide their reading and research and to enable them to prepare for actively participating and leading discussions. Students will be introduced to the various 'future trends' and 'forward study' reports produced by governments and think tanks to enable them to analyse and interpret the types of political, economic, security-related and demographic trends and developments experts are foreseeing for the future world.

The main content will be divided into four equal parts.

1. Overview of the evolution of EU's external policies in its many dimensions, going beyond the traditional foreign and security policies, consideration of the notions of soft, transformative and normative power.
  2. Domains of EU power in a global context: exploration and debate about the role of the EU as a trading power, the EU as a promoter of multilateralism and the rule of law, the EU as an exporter of good governance and stability via enlargement, stabilization and the European Neighbourhood Policy.
  3. Analysis of the changing context of international relations, debating the features of globalisation and multipolarity and the EU's position as a regional form of integration.
  4. Further analysis of concrete issues, including the rise of the 'BRIC' states, demographic trends, shifts in global economic and trade patterns towards the East and their multifarious implications for Europe and the EU. A further innovative aspect of the module will be its assessment methods; one task will be to produce a podcast reporting on future global trends and implications for the EU.
- The students will have a comprehensive understanding of the nature of the EU's external relations and its various expressions and policy manifestations, be able to define and critically analyse a range of global trends and processes and demonstrate an ability to interpret their implications for the EU, understand the specificities of the European model of integration in economic, political and cultural senses.

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## EU Educational Policy – Theory and Practical Implementation

Academic cycle	<b>Bachelor's degree and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

The seminar provides theoretical knowledge concerning the development of European Union's educational policy and its implementation in respective member states including Poland. The seminar includes such thematic areas as the Bologna process and the creation of the European Higher Education Area. In its practical part, the seminar focuses on the skills of designing educational projects and their evaluation.

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## EU Foreign Policy Perspectives

Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>

Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

The course is being prepared.

\* **The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

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## **European Civilization**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The course offers a broad overview of fundamental factors, which had a bearing on constructing modern Europe. Through a series of opposing concepts and their evolution in time (crime/punishment, wealth/poverty, sacred/profane, order/rebellion, etc) a multilayered cultural construct called a civilization will be presented and analyzed. Students will be made familiar with various evolving mindsets

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## **European Economic and Political Integration**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

By following this course students will gain:

- (a) A comprehensive understanding of the history of European integration from a variety of perspectives.
- (b) Knowledge regarding the main institutions of the EU.
- (c) A capacity to critically engage in debates relating to the future of European integration.
- (e) Knowledge and understanding of key policy areas and developments on internal and external levels.
- (f) Develop a critical awareness of contemporary EU issues.

By completing the assignments student will:

- (a) Gain the capacity to produce a paper based on a 'policy brief format'.
- (b) Develop their research skills
- (c) Develop their capacities for group work and presentation
- (d) Build confidence to deal with questions and criticisms of their ideas.

## Facebook & Instagram Masterclass

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The course is being prepared.

## Fake news, post-truth and Politics of Information in the XXI Century

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Academic cycle	<b>Bachelor's degree and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

In the analysis of success of the Brexit campaign and the US presidential campaign in 2016, new phenomena related to managing information are being pointed: „fake news” crisis; „information bubbles” and how they affect one’s ability to critically verify his/her own pool of information and opinions; shift of the weight in the informational „marketplace” from analysis to emotions. „Post-truth” became the 2016 Oxford Dictionary’s „word of the year”. One of the most-valued new professions is a „fact-checker”: one who verifies and who knows mechanisms of spreading the fake news. The idea for this course is to present the “crisis of flows of information” as the major source of successes for populist narratives and political movements, spread of xenophobia and irrational decision-making. Its goal is to present the political dimension of the analysed phenomena; presenting them as important (but underestimated) element of analysis of shaping the public (and political) discourse and the international relations themselves. Programme’s goal is to discuss sustainability or reversibility of the changes observed, as well as equipping students with competences to navigate in the dynamically changing information environment.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## Financial Accounting

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Academic cycle	<b>Bachelor’s degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

Inroductory course of financial accounting and reporting. Provides tools for financial statement analysis. Covers basic rules of financial control, a company financial situation and performance assessment, as well as potential liquidity problems.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## Foundations in Peace & Conflict Studies. General Issues

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Academic cycle	<b>Master’s degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>

Semester

Winter

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**Course description:**

The course is being prepared.

\* The course may be limited for Exchange program students.

Advanced English in spoken and written is required.

## Foundations in Peace & Conflict Studies. Specific Issues

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Academic cycle	Master's degree
Language	English
ECTS credits	3
Hours	30 hrs.
Course type	Obligatory / Lecture-Seminar
Academic year	2020/2021
Duration	1 semester
Semester	Summer

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**Course description:**

The course is being prepared.

\* The course may be limited for Exchange program students.

Advanced English in spoken and written is required.

## Geopolitical Dimension of Energy Security

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Academic cycle	Master's degree
Language	English
ECTS credits	5
Hours	30 hrs.
Course type	Obligatory / Lecture-Seminar
Academic year	2020/2021
Duration	1 semester
Semester	Summer

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**Course description:**

The course is being prepared.

\* The course may be limited for Exchange program students.

Advanced English in spoken and written is required.

## Global Business Operations and Supply Chain

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

In the process of outsourcing and offshoring that is at the center of economic globalization, the concept of the global value chains (GVCs) has emerged as an important organizational form in the production of goods and services from raw material to end use. Since GVCs are made up of combinations of organizations that may be only loosely affiliated through various combinations of equity, arm's length, and indirect relationships, the growing length supply chains determine an appropriate organisation, management and long-standing supervision.

The objective of the course is to make students familiar with significant gains to be made if firms manage GVC properly in their business models. However, in order to achieve the goal, students need to have an introduction to the idea of global chain, its benefits, and risks, together with a recent trends in that phenomenon on the global economy.

## Global Corporate Governance

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The course is being prepared.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## Global Media: Discourse Analysis

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

The course is being prepared.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## **Global Media: Politics of Conflict**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semesters</b>
Semester	<b>Summer</b>

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***Course description:***

It is essential that a journalist specializing in world news knows where to find them.

One needs to know where to find the most reliable information from the best informed sources. It is also important to get this information fast and well edited.

A good international reporter must be capable of telling a pure and objective description of facts from a commentary or bias.

These days it is not enough though to rely only on traditional media - TV, press or radio. It is the web that provides a wealth of valuable news but one needs to be able to search for it and to verify the reliability of sources.

Our lectures will walk the students through the world of international media and will provide insights into real stories and issues related to their verification and interpretation.

## **Globalization Process**

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Academic cycle	<b>Bachelor's degree</b>
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Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The “Globalization process” course will deal with the history, development and contemporary aspects of the process. It will assess the waves of globalization process, and their most important drivers, including intensive internationalization of states’ relations, wars and periods of peace, and the concept of regional integration, notably the European integration. The course will also analyze the most relevant drivers of the process of globalization, including technology change, emergence of global economy, constraints for and of the nation states, culture, business management, and the security notion. It will strive to show complexities of the issue and its contemporary meanings for daily lives and overall, global prospects.

## History of Diplomacy

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Academic cycle	<b>Bachelor’s degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

The course provides an overview of diplomacy understood as civil service based profession as well as a set of historically developed unique skills related to the conduct international affairs. It will enable the student to see major developments in treaty making and negotiating in relation to European state-building and struggles for supremacy, the political aims of major European countries and their diplomatic strategies will be set against changes occurring through the last five centuries.

## Holocaust and Genocide

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Academic cycle	<b>Bachelor’s degree and Master’s degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>

Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

The objective of the course is to make students familiar with the deological and philosophical background of the Holocaust ((ideologies of racism, antisemitism, theories of euthanasia etc) , its history and its meaning. Students will learn about history of the Holocaust in its broader historical contexts. The course will provide opportunity to reflect on the question of the uniqueness of the Holocaust and its legacy. The course will be a combination of frontal lectures, film screenings and discussions, field trips, meeting with the witnessess of history and individual research on the topic chosen individually by each student.

## Human Capital Management

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The main objectives of the course:

1. to clarify the character of the special capital – human resource as capital
2. to develop the basic set of methods and techniques needed for managing human capital
3. to learn about basic administrative processes related to human capital management

## Human Rights: Organizations, Systems and New Challenges

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

This course critically examines international human rights and existing organizations and systems that promote and protect them. We will examine the history and philosophy of human rights and how they are positioned within the global legal and political system. Students will analyze ways to prevent violence and war utilizing the main legal structures such as international treaties and international law and assess the effectiveness of international cooperation and organizations in global peacekeeping activities. This course explores how the UN, regional, and local organizations promote, protect and enforce human rights and how they respond to a range of old and newer challenges.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

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## **Humanitarian and Development Aid**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

Why the demand for humanitarian and development aid is constantly growing? Do we have a capacity to cope with it? How to do it? Is the assistance and aid an efficient instrument providing the help to the victims of natural disasters and ethnic, political and armed conflicts or extreme and structural poverty? What are social, economic and personal effects of these two forms of aid? What are constructive examples of correct and successful assistance, which improved the quality of life of the beneficiaries? Which institution is the most efficient in assistance delivery; the UN, the EU, OECD, some NGOs or some rich countries? What they are getting in return? The development aid it is only experiments conducted by rich countries on the poor - or on the contrary- it is a constructive support helping to escape from permanent poverty and substantially improve the life.

In a course of the classes, we will discuss and try answer to all these questions.

We will also analyze the similarities and differences between humanitarian assistance and development aid and evaluate real cases of them. We will discuss how to measure their efficiency and how to tailor them to the specific needs. You will learn to distinguish the assistance from aid and forms of its delivery. You will know the role which assistance and aid play in the areas of armed conflict, refugees' camps and poor regions of Africa, Asia and Latin America. You will be familiar with the use of both instruments in post-conflict areas such as Western Balkans and Western Africa. I will share with you all my field experiences from these two regions. We will be doing a lot of contingency building Training. You became familiar with the core development aid policy of the UN, OECD and the EU as well as with the sharp discussions concerning the scope and the form of its delivery. We will assess the arguments of Noemi Klein, who is a sharp critic of so-called "Western aid" and we will compare her opinions with others of aid and assistance providers.

You will be expected to prepare at home your presentations and evaluations of specific cases and to present them in a course of the discussions, debates and evaluations sessions. The issues of the humanitarian and

development aid is not only very important but also fascinating one - and I assure you that both the subject and interactive form of our classes will keep you on the highest level of academic alert.

## Hybrid Conflicts and Asymmetric Threats

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The course is being prepared.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## India and Europe – the Twins Unlike Civilisations

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Academic cycle	<b>Bachelor's and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The aim of the course is to counterpoise two great civilizations, which although fairly distant have a kind of common DNA enshrined in their linguistic Indo-European kinship. It will acquaint students with the key institutions of both civilizations in historical perspective, while paying more attention to the lesser known framework of Indian civilization, which was laid down by the middle of second millennium BC when the value system of that civilization was created including the social system, valid even today. The course is supposed to provide an answer to a question how much studying the Indian civilization helps us to understand and properly assess our own civilization. The crucial problem we shall tackle concerns the perspectives of the European civilization becoming in a way similar to India a mainstay for political identity of Europeans, who actually identify themselves primarily with reference to their separate nation-hoods.

## Influencer`s Social Media

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Academic cycle	<b>Bachelor`s degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

The course is being prepared.

## Innovation & Change Management

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Academic cycle	<b>Master`s degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

Innovation is the creation of the new or the re-arranging the old in a new way » (M. Vance). Change, innovation, quality, expertise and creativity are familiar concepts when it comes to organizational change. During the past decades numerous theories and concepts have been developed to face the challenges of complex societies and to fundamentally improve organizational structures. The aims of the course are to explore the concepts of creativity, innovation and change within organizations and learn to employ leadership skills to facilitate the process of leading innovation and change. The course will include theory and practice in relation to theories and processes of innovation and change as well as the leadership of innovation and change within organizations.

## Intellectual & Ethical Issues in International Business

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Academic cycle	<b>Master`s degree</b>
Language	<b>English</b>

ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

The course is being prepared.

## Intelligence

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

This course will provide an overview of the nexus between international relations and intelligence services. A core objective is to identify the use (and misuse) of intelligence services and operations in the conduct of international relations.

Upon completion of this course, the student should have a better understanding of: 1) the functions, methods and operations of intelligence agencies; 2) the basic concepts of the major international relations theories; and 3) how the foreign policy and intelligence community interacts in both tactical and strategic initiatives.

A good part of the course will focus on specific case studies where intelligence agencies and operations have played an important role in the shaping of contemporary world events. Technological advances and the growing impact of the internet and social media and the use of these instruments by intelligence agencies will be examined with a particular focus on the current Russian cyber war being waged against Western democracies.

We will examine the outcomes of intelligence operations, their success, failures, and often unintended consequences. We will also examine the ethical issues involved in the use of assassination, torture, regime change in the conduct of international relations and how these methods impact civil right and liberties and the rule of law, both domestic and international.

## Interactive Marketing and PR on-line

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

This course is being prepared.

## **Intercultural Management**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The course is being prepared.

## **Internal PR and Event**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

With this classes students should be able to:

- explain what is public relations and event;
- understand how public relations can be used against the public interest;
- understand the role of PR practitioner in the organisations;
- define and describe public relations campaign strategy and tactics.

At the end of this course students shall plan a public relations campaign or program with using the model: Communication by Objectives.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## **International Advertising & PR**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The major assumption underlying the course is to present the role of advertising & public relations in contemporary organizations operating in multinational environment. During the course it will be outlined to which extent PR affects other areas within an organization. Another topics presented during the course will comprise a contemporary reasoning of public relations, followed by modern techniques and tools applied in modern PR. A special focus will be placed on building PR strategy within an organization in the context of other communication activities carried out within an organization. Respective stages necessary for building successful communication strategy will be outlined and discussed. A strong emphasis will be given to the analysis of the environment in which an organization is operating, as well as interactions and cooperation with stakeholders. In addition to this, a wide variety of available PR tools enabling for the strategy implementation will be outlined during the course. Practical usage of PR tools will be illustrated with numerous case studies from multinational organizations. Students will be analyzing real strategies and communication campaigns. On top of that, students will be responsible for planning their own communication strategies and become acquainted with respective PR tools and techniques.

After attending the course students are expected to: recognize the meaning and importance and PR for contemporary organizations; be able to plan communication strategy for an organization; be able to enumerate and apply in practice PR techniques and tools; be able to prepare a plan of PR campaign focused on selected communication goals.

## **International Arbitration**

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Academic cycle	<b>Bachelor's degree</b>
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Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

The course will concentrate on significance of International Arbitration in foreign policy and diplomatic activity. Modern diplomacy profits from different forms and methods to avoid the conflicts not only through traditional ways as direct talks and negotiations, but introducing various methods of effective operations / conciliation, arbitration, good services etc./. The objective of the course is to introduce to students the basic rules of arbitration, its practice, profits and disadvantages, specifics of diplomatic environment. The lectures provide an opportunity to discuss the concrete cases with arbitration involvement, related to existing problems. The students acquire knowledge on international bodies functions and dispute procedures.

## **International Conflict Analysis**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

Course will address the nature and causes of conflict, analytical tools, and a process of informing decision makers of developments on battlefield and in conflict. Of particular value is the attention the social dynamics of collaborative analysis, illuminating how interaction among individual and institutional participants can affect outcomes. It will review modern conflict theories and conflict assessment tools and mappings. The course will teach students to write and present analyses and is based on practice and experience of the course lecturer (a former military and civilian diplomat, ambassador to Afghanistan and Iraq.)

## **International Economics. Finance**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>

Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

We live in a global economy in which international trade and international capital flows are now more important to an economy than it used to be. The subject matter of the course will consist of issues raised by the special problems of economic interaction between sovereign states. The International Economics course provides tools of analysis for understanding international economic relations and evaluating international economic policies. The first half of the course covers international trade issues. Students examine alternative explanations of the pattern of trade among countries and the potential economic gains from trade. The course pays particular attention to differences in technology, the availability of capital, labour and other factors of production, and the existence of economies of scale. It assesses the consequences of policies to restrict international trade and considers possible motivations for protectionist policies that are chosen. The second part of the course is devoted to international finance and covers a broad range of topics including exchange rate determination, monetary and fiscal policy in an open economy, balance of payments crises and the relative advantages of fixed and flexible exchange rate systems. The insights provided by these theoretical frameworks will enable students to discuss topics such as the single currency in Europe, currency crises, government intervention in the foreign exchange market and the role of international factors in a nation's economic performance. The course has five main objectives. It develops an understanding how international trade and financial relations affect consumers, firms, and economic policy. Students learn to critically evaluate the claims of politicians and other policymakers regarding the economic effects of their proposals of macroeconomic policy and international trade. They gain factual knowledge about international trade and finance. Finally, they develop the ability to use a set of theoretical tools that will assist the international professional/business person to make better decisions related to the global economic environment. By *working in groups on projects*, they also learn about teamwork, managing complex assignments and communicating professionally.

## International Economics. Trade

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## International Marketing

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

International Marketing is highly related to international trade and international law. Subject is based on 5 modules:

- Introduction to International Marketing (basic terms and theories).
- International business environment.
- Strategies of entering international markets.
- 4 P's (product, place, price, promotion).
- Marketing researches for foreign markets.

This course allows students to use international marketing tools in practice. Also, students will understand how the global economy evolves and how can they use these changes to maximize profits and benefits. It is very important due to process of globalization. Completion of IM will be based on test. International Marketing is recommended to all students, who desire to work for transnational companies and corporations.

## International Mass Media

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The course is being prepared.

## International Negotiations

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The course is being prepared.

## International Organizations in Conflict and Crises

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Academic cycle	<b>Bachelor's and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

Over the course of the semester, students will gain a basic knowledge about the role of international organizations, both intergovernmental and non-governmental; their strengths, weaknesses and limitations. The main objectives of the course are: making students familiar with the history and the role of international organizations in solving world's problems, providing an opportunity to discuss activities, successes and failures of main international organizations and selected regional ones; teaching students how to critically analyze main international problems (connected to the work of international organizations), and making it possible for students to meet practitioners from the field.

## International Political Economy

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>

ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

The objectives of the course include:

1. passing the organized knowledge of the impact of globalisation on the nature of contemporary international economic relations
2. making students familiar with general principles of starting and developing forms of individual entrepreneurship and businesses operating in the international environment as well as with their international determinants
3. training the ability to use the acquired knowledge in different areas and forms, enhanced by a critical analysis of the effectiveness and suitability of knowledge applied
4. training the ability to understand and analyse international phenomena and issues, enhanced by the ability to assess, in a theoretically structured way, of these phenomena in selected areas of international relations, with the application of research method.

## **International Public Law. Specific Topics**

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Academic cycle	<b>Masters's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

The main goal: As a tool setting legal frameworks for actions undertaken by states and other actors active within international relations international public law remains of crucial importance for any expert in international politics or IR. Thus, the main goal of the lecture is to make students familiar with some basic mechanisms of the international public law machinery so that they could understand the mutual interaction between international law as such, (i.e. certain branch of law specifying the rights and duties of states in their mutual intercourse) and international relations, where – during lecture the “law in action” is to supersede the classical discourse focused more upon the “law in the books”. At the end of the course students participating in lectures are supposed to:

- a) Have some basic information on the basic principles and rules of the international law, as applied by states in their day-to day diplomatic and administrative practice.

- b) Be aware of existence certain limits and minimal standards which must be met so that any action performed by subjects of international law could be classified as a legal one (including so called norm of ius cogens problem).
- c) Being aware of existence non-state actors and subjects and have some information on their legal status.
- d) Be able to describe the basic mechanisms of creation of norms of the international public law
- e) Be aware of the complicated problems dealing with the enforcement of international law and to address the main tools of enforcement being applied by states and other subjects.
- f) Have elementary knowledge on the mechanisms of the international judiciary.
- g) Be able to address some basic rules dealing with the diplomatic and consular intercourse.

Methodology: The course based on the interactive relations between students and lecturer. The basic materials used in teaching are treaties, domestic laws and judgements of the courts (international as well as domestic ones). During every lecture some standard reading is placed before students so that they could follow the line of reasoning adopted in the case in question by the decision-makers and judges being in charge to settle a dispute in question.

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## International Security and Conflicts in the XXI Century

Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

The course is being prepared.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

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## International Terrorism Organizations

Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

The course is being prepared.

## **Internet, Society, Information – Modern World Problems**

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Academic cycle	<b>Bachelor's and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The course is being prepared.

## **Introduction to Digital Marketing and E-commerce**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The course is being prepared.

## **Introduction to Law**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>



Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

This course introduces students to basic legal concepts about the law, its sources, principles and procedures. It is designed to provide the student with an understanding of the structure of Polish, English and European legal system including the role of the judicial, legislative, and executive branches of law, as well as human rights, civic duties, criminal law and some aspects of international law. After the course the student is aware of the basic notions and concept of law as such, has certain knowledge on key legal terms (i.e. legal norm, comity, custom, responsibility, liability, guilt etc.), is able to indicate the key differences between the main legal branches (private, criminal, administrative, state and international law) and knows some basic principles of those branches as well. He/she is aware of the existence of the two big European legal cultures (common law, civil law countries) and can indicate some key differences between the Transatlantic legal communities and Islamic law and the Chinese legal tradition. He/she can explain the key factors stimulating the legal exchange between international law, European law and domestic law of the EU Member States. During the lecture some emphasis will be put on some other question such as the idea of rule of law, some rules of interpretation as well as on mechanism of creation, application, modification and expiration of a legal norm. This lecture is interactive in its character. During the lecture some cases or classical text produced by the top legal scholars are submitted for discussion with the participants. The exam is an oral one. The main idea of the exam is based on a sort of simulation aiming at establishing if a student is able to reconstruct a line of reasoning as adopted on day – to – day basis by state and international organs when settling disputes between individuals, public administration and other actors.

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## **Introduction to Marketing and Sales**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

Marketing focuses on customers. Marketing deals with products, distribution, promotion and price. Marketing builds satisfying exchange relationships. Marketing occurs in a dynamic environment. In this introductory marketing course, lectures are to be organised around the above fundamental statements. The course aims to give a clear and concise understanding of marketing concepts, problems, processes and applications. Along the course, students will become familiar with the cornerstones of marketing principles such as analysis of marketing environment, consumer behaviour, segmentation, targeting, positioning,

brand building, pricing, communications, and marketing research. In the same time, students will have an opportunity to analyse and discuss marketing applications using real-world examples both from the business world and their personal lives.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

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## Introduction to Media and Communication

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

This course will introduce students to the basics in theory and research of mass communication and media. They will learn to think critically about the media as an institution, business and a source of texts important for the society, politics and culture. We will look at the evolution of the mass media, and similarities and differences between so-called "traditional" and "new media". We will try to understand how extensive is the impact of media on us and the societies we live in, and which factors decide about the scope of its impact. Importantly, we will get acquainted with basics of media literacy.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

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## Introduction to Negotiations

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

The subject 'Introduction to negotiations' will focus on diplomatic resolution of international crises. The art of negotiations is the essence of diplomacy, so the participants of the course will not only study major

international conflicts, but also actively analyse the best possible ways of solving them through negotiations. This interactive and participatory course will focus on theory and practice of conflict resolution. It will be conducted by a career diplomat with experience of more than forty years of work in diplomacy, peacekeeping missions and international organisations, mostly in conflict zones.

Students will benefit from attending the classes in two ways:

1. they will gain thorough knowledge of major international crises and
2. practice negotiation skills, which will be useful in any international environment.

## Introduction to Online Journalism

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

Serving readers with timely, immediate information at the same time providing them with accurate, fair, complete information; is that at all possible? Online journalism forces difficult questions. It is vital to address such issues like accuracy in fast-paced environment, managing the user-generated content, ethics online, linking, comments, balanced usage of multimedia. *Introduction to online journalism* course aims at making the students aware of the challenges as well as giving them the opportunity to put theory into practice by class projects and assignments.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## Introduction to Research Process Management

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The course is being prepared.

## Introduction to Security Studies

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The seminar is designed to give the background knowledge in Security Studies and lay foundation for understanding the complex picture of today's security challenges in the globalized world. We will start with the theory and different approaches to security studies and venture then into topics such as: war, terrorism, intelligence, genocide and crimes against humanity, ethnic conflicts, human security, poverty, international arms trade, transnational organized crime. We will take a look at the regional and international security organizations. This seminar is an introduction; the topics covered will be further elaborated during selected courses in the International Security Studies Master's Degree Program.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## Introduction to Social Media

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Academic cycle	<b>Bachelor's and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The course is being prepared.

## Introduction to Sociology

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

The aim of the lecture is to familiarize students with sociology as a useful tool to analyze social world. The lecture will make students familiar with basic sociological theories, concepts and problems. The course covers topics ranging from micro to macro level of society including among others: socialization, identity, culture, media, stratification and globalization.

## Introduction to Strategic Peacebuilding

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Academic cycle	<b>Bachelor's and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

Introduction to Strategic Peacebuilding/Foundations in Strategic Peacebuilding is an introductory course from an interdisciplinary field of peace and conflict studies. Classes will be focused on a holistic approach in transforming international conflicts and building lasting peace based on the connections between all the levels of the society and actions in different time-perspectives. Students will analyze both the grassroots and policy level actions (social movements vs high-level negotiations), as well as the role of the middle level actors: NGOs and significant individuals. We will talk about the differences in short-term planning/immediate response, necessary in such cases as genocide prevention, and long-term strategies aimed at transforming societies and achieving both negative and positive peace. During the semester, we will also assess different models of rebuilding societies devastated after violent conflicts.

## Israel in Contemporary World

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Academic cycle	<b>Bachelor's and Master's degree</b>
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Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The purpose of the course is to introduce the students to the social and cultural changes which Israel has undergone from the time of the first pioneers till the present day. The course will try to demonstrate the transition of Israel from a collective society, centred around a single historical narrative, into an individualistic and multicultural state, so different from the original ethos of its founding fathers. After introducing the beginnings of the Jewish settlement in Eretz Israel in modern times the course will focus on such symbols of Israeli identity as the revived Hebrew language, "Sabra" (the first generation Israelis), the role of the army, the phenomenon of the kibbutz and also the ambivalent and painful treatment of the žyk . The topics will be illustrated by viewing Israeli films, which will be analysed and discussed together with the students.

## **Legal Environment of International Business**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The course is being prepared.

## **Lobbing in International Environment**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>

Semester

Summer

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**Course description:**

The course is being prepared.

## Logic

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Training</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Logics and Methodology of Social Science

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

LOGICS AND METHODOLOGY OF SOCIAL SCIENCE Science is distinguished from non-scientific or pseudo-scientific endeavours by the methods it uses rather than by the problems it studies. Scientific methodology has been developed in order to prevent personal biases, economic interest, or political ideology from affecting the outcomes of scientific studies. In other words, scientific methodology specifies a set of rules for developing sound knowledge that are neutral with respect to substantive content of the knowledge or the biases, interests, and preferences mentioned earlier. The results of a well-conducted scientific study can be reproduced by others, which helps to detect fraud or data fabrication. Importantly, understanding scientific methodology, is essential to doing research in other areas, such as public opinion, market research, or policy making.

The emphasis of the present course is on the use of scientific methodology in a critical assessment of knowledge claims. The course begins with a general description of fundamental concepts, such as theory, hypothesis, measurement, variable, empirical test, and so on. As a next step, the course discusses major techniques of scientific research, such as surveys and experiments, and most common tools used for measuring attitudes and behaviour.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

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## Macroeconomics and Public Finance

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

The course will introduce students to the models and techniques used in modern macroeconomic theory. The models will be linked to a discussion of the performance of the Polish, European and the U.S. economy. This course will provide students with a basic understanding of the mechanisms that drive inflation, unemployment, and output. It will cover: equilibrium in the goods and assets markets, the determinants of the rate of economic growth; the cyclical behaviour of the economy and the stabilizing role of fiscal and monetary policy.

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## Macrosociology

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

The module will examine sociological approaches and methods that examine large-scale patterns and trends within the overall social structure, system, and population. Each class will be dedicated to a particular issue



that will assist students to understand the key characteristics of macrosociology. The overarching aim of the module is to approach selected macrosociological topics in an interesting and insightful way. After completing this module students should be able to: - Think like a sociologist and develop a sociological imagination. - Distinguish between microsociology and macrosociology. - Analyse a number of case studies in order to reflect on selected macrosociological theories. - Critically approach and analyse macrosociological theories.

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## Management Accounting

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

Covers financial and operation analysis and reporting needed to support short-term managerial decisions. Explains the rules of controlling, covers different cost models and budgeting.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

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## Management and Entrepreneurship

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

The aim of this course is to introduce students to difficult problem of management in multicultural environment. They will acquire knowledge of different cultures and their characteristics. They also will learn various organizational cultures, associated people behaviours and possible problems. Students will be introduced to problems occurring in multicultural teams and difficulties associated with management of such teams. Additionally, rules of international marketing will also be presented.

**\* The course may be limited for Exchange program students.**

Advanced English in spoken and written is required.

## Management Strategies for Emerging Markets

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The course is to present the challenges, problems and solutions in businesses entering emerging markets as well as local companies roots from emerging markets that have a plan to go international. Thus the emerging market seems to be more uncertain as the well established it is to describe the challenges deriving from uncertainty and complexity of presence in emerging markets. The cultural differences, different systems and 180 degree different approach to leading business is a challenge for international managers coping with emerging markets. The course is focused on developing managerial mindset beyond traditional approach to managing local teams and entities on emerging markets. It should prepare students for taking managerial positions in companies operating on emerging markets. The course will combine two main areas of knowledge: cross - cultural management and organizational behavior.

## Market Analysis

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Training</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The course is being prepared.

\* **The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## Marketing Research Methods

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Training</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

In this course students will learn how to define marketing research. They will learn different types of marketing research companies. Essential part of this classes is to understand the term: big data and to learn the differences between primary and secondary data. Listeners shall recognize quantitative and qualitative research techniques. At the end of this activities students will design their own questionnaires and do their own research.

## Media and Video in the Web

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Training</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

The course is being prepared.

## Media CC

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Academic cycle	<b>Bachelor's degree and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>

Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

This course I would like you to join and enjoy will be an introduction to the radio, the media I had worked for 12 years, both commercial Radio Zet and public BBC World Service. You will learn the basics of effective procedures essential to know when you are writing for the radio, broadcasting live, editing and preparing packages. The course is designed to give you practical experience - your voice and reading in front of the microphone will be polished, your writing style will be enhanced to fit the electronic media, basic rules of editing will be given and common errors analysed. I will present to my students good and bad examples of writing news for the radio. Packages and videos from BBC academy for journalists will be presented and discussed. The classes will avoid lecture style and are meant to be workshops and lively forum of exchange of opinions rather than dry presentations of powerpoint pages. Very often we know things not realizing it and the teacher's role is to ask the right questions. The idea is to prepare students to start off in the budding but quickly developing modern radio and television centre of Collegium Civitas. As a journalist with over 25 years experience in all sorts of media I can guarantee you will not be bored with theory - down to earth approach works much better.

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## **Media Evolution – Past, Present, Future**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

Nowadays we live in a world, where **every area of our life changes** and those changes become bigger and faster every day, week, month etc. It happens due to the **development of technology and social media**, as well as the growth of globalisation and many other phenomena.

A lot of significant changes exist also in the media. During the workshop: **“Media Evolution – Past, Present, Future”** our lecturers will focus on the **changes, which occurred in the media** during the past few years.

Both the lecturers and workshop's participants will be put into discussion about the **future of the media** in today's 'fast-changing' environment. You will focus mainly on the changes happening in the radio, TV, the New Media as well as the press.

Trying to extrapolate today's changes is another question for participants of the workshop to cope with. This will be done in order to predict **what the role of the media and the journalism will be in the following years**. Moreover, have you ever ask yourself what are the factors that won't ever change? Nowadays anyone can single-handedly reach the millions of audience. then?

During the lectures you will find an answer for many questions through the discussion about business models that exist in the media and changes, which can be easily observed. Furthermore, you will discuss the **nature of relationship between media or business as well as politics** and ask yourself how these modify in relation to the development of technology. We will also deal with the problem of the **media's law regulations** and discuss the changes that need to be done in order to adjust them to **Social and New Media ages**.

As explained above, the main goal of the workshop "Media Evolution – Past, Present, Future" is to understand the nature of the media and the changes occurring in it due to the fast-developing technology.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## Media in a Changing World: The Ride od Media in the New World

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Academic cycle	<b>Bachelor's and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

The course is being prepared.

## Media Relations and Advocacy Releases

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

Media Relations and Advocacy Releases - the course is dedicated to the role of media in the modern world of communication. We will explain the status and structure of the main media holdings as well as the business models of their activities. We will cover the formats transitions and the media convergence. Course will also cover such issues as: increasing role of the social media, other formulas of the mass media communication and authors copyrights. We will also indicate the future trends and models which will soon occur in the media environment.

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## Mediations in International and Multicultural Environment

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

The course is being prepared.

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## Microeconomics

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

The course aims at providing students with an introduction to economic theory that applies to decisions made by consumers and producers within a larger economic system. The course covers basic concepts and approaches needed to undertake the analysis of markets from microeconomic perspective. It introduces economic models and shows how they can be applied to solve real policy issues and problems.

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## Microsociology

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The focus of this course is on contemporary theories of group processes and micro-sociology. Before introducing theoretical frameworks and specific theories within these frameworks, the concept of scientific theory and its relation to experiment and observation are discussed. Then, after a short discussion of the micro-macro distinction in sociology, four general theoretical perspectives are presented which inform much of contemporary sociology. The course then proceeds to an overview of the more specific theories developed within these frameworks.

## Multilateral Diplomacy

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The course is being prepared.

## Multilateral Negotiations – CC Debating Society

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>

Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## National Branding

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## Negotiations

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course will address process and nature of international negotiations with focus on conflict resolution and diplomatic practice in armed conflict zones. Students will learn conflict and negotiations theory, legal and formal aspects of diplomatic negotiations but the course will focus on practical approaches to negotiations. Based on the lecturer's experience in conflict-zones (Iraq, Afghanistan) students will learn of various examples of how modern conflicts are resolved (or attempted to be resolved) through negotiations and mediations. Students evaluation will be based on activity during the course and their abilities to write short diplomatic analyses.



# Network Theory

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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## ***Course description:***

The course is being prepared.

## **New Media and Researching New Media - introduction**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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## ***Course description:***

The course is being prepared.

## **Non-Governmental Organizations, Social Policy and Development**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>

Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The course will examine the key notions connected with non-governmental organizations and social policy. As the proposed topics of particular classes show, the course will discuss, among others, the notion of social policy, social policies, the functions of non-governmental organizations in a society, types of organizations, their funding and problems, volunteering, as well as the concepts of social capital and development. The course will take a form of a lecture, but will include class discussions as well as some students' work between classes.

## Online Consumer Behaviour

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

When students finish this course, they should understand: what is Consumer Behaviour. It is important to know how consumers learn about products and services. Listeners will learn how a lifestyle defines a pattern of consumption that reflects people choices on how to spend their time and money. These choices are essential to define consumer identity. Fundamental part of this course are three categories of consumer decision-making: cognitive, habitual and affective. Nowadays social media changes the way we all learn about products and the way we select and choose them.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## Organizational Methods and Management

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>

Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

## People's Power in Positive Social Change

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## Personal Branding and Career Path in PR

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course covers such matters as:

*What is Personal Branding,  
Why does it Matters,  
Process of Building Personal Branding  
Utilising Personal Branding in Modern Environment.  
Results and Dangers*

The aim of the course is to explain the phenomenon, to teach efficient and effective ways to manage it. And to prepare participant to consciously build it.

## Philosophy

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter and Summer</b>

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### **Course description:**

The proposed course is aimed at presenting to students in a compact way diverse views, concepts and ideas that shaped Anglo-American and European-Continental traditions of philosophical thought since Greek antiquity till contemporary post-modern theory.

Why these days it is important to be familiar with main currents of western philosophy? And – to ask more specifically – why it is important to understand them for a student of Collegium Civitas? The answers are simple. In a present digital culture students have to confront a true overabundance of easily accessible information and quite often get lost in the middle of it. Therefore, having some conceptual criteria for selecting and comprehending information seems to be indispensable. Philosophy delivers intellectual tools to deal with the problem. Understanding the Past always helps to understand the Present. Studying philosophy provides valuable history-of-ideas-perspective that makes perception of our own problems and dilemmas more substantive and better structured. Thanks to this course students can learn how many out of historical concepts proved to be essential to inform our contemporary concerns and debates. Since Collegium Civitas is designed as a school for social-political studies, philosophy provides most general body of knowledge to discuss further, on other social science courses, issues such as: state and society, individual and community, democracy and dictatorship, constitutionalism and rights, property and free economy, independence and autonomy, human equality and dignity, liberty and power, authority and tolerance, human nature, race and gender. Studying philosophy can make students more reflective when they choose other social science courses. It is so because philosophy makes one more attentive to the language of any discourse. For instance, the political can be today comprehended by such popular yet contradictory metaphors as: organism, mechanism, architecture, spectacle, bargain or war and campaign etc. It is important to be aware that such popular metaphors are not innocent, they highlight certain ways of understanding political phenomena and at the same time they downplay other. The main method of this course will be common reading and interpretation of the essential texts of the Western Canon. Personal contribution to the class will be expected and encouraged in many ways such as individual presentations, participation in task groups, Training in debating and argument. Philosophy will turn to be a solid academic

companion when students will learn how many old ideas seem to still inform our contemporary concerns and dilemmas.

## Photography Workshop

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

Upon successful completion of the course, students can expect to improve their photography by understanding the possibilities and boundaries of the digital equipment. They should gain the knowledge necessary to recognize a good photographic composition, understand light and be able to apply those in practice. They should develop the skills necessary to communicate complex ideas and issues through photography.

They will have an understanding of how to use the most appropriate software to edit, tone and distribute their photographs. Students will learn how to organize, describe and archive their photographs for the future use.

Students will also develop skills and practice in approaching people in real life situations and documenting life and society.

This course is designed to provide students with the foundations necessary for making better digital photographs and using them in journalistic practice.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## Political Strategies in a Multipolar World

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The course is being prepared.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

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## **Professional Standards vs. Propaganda Weapon**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

In modern journalism, you have to push you a way hard avoiding commercial and political (propaganda) pressures and searching for the truth while upholding basic professional standards of the decent journalist. All news outlets have their noble guidelines but the very same stations and newspapers often violate the rules themselves in order to be able to earn more money through adverts, get more clicks or viewings and to survive in the modern media jungle. This workshop will teach you what to expect in a typical journalistic workplace. Concrete situations, simulations, tests, videos and anecdotes. The professional standards theory does not translate easily into practice. Having worked at BBC in London, Radio Zet, Przekroj Weekly, Newsweek and Gazeta Wyborcza Daily and recently some tabloids, I will be happy to share with you practical survival skills in this area and many tricks of the trade, which I have learned the hard way in the past three decades.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

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## **Project Management**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

Project Management is recognized as one of the fastest growing professions today. Project Management Course provides the basics of the topic by introducing essential project management concepts and methods. This course provides essential knowledge and skills for efficient and effective management of projects. It covers the fundamentals of project management from project planning, execution and monitoring to management, and concludes with soft issues in project management. It consists of a combination of lectures, case analysis and group discussions. At the end of the course, students would understand and articulate the importance of Project Management in any business project and would be equipped with essential skills and know-how to manage a project.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

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## Psychology of Peace and Conflict

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Public Diplomacy and Economic Diplomacy as an Instrument of Creation of Country's Image and National Mark

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Public International Law

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The course is being prepared.

## Public Relations

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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**Course description:**

The main goal of Public Relations program is to provide students with the knowledge of ethical and reliable communication's management and transparent rules concerning the creation of the company's image.

Public Relations Program consists of:

- Internal Relations
- External and Media Relations
- Corporate Social Responsibility Projects
- Crisis Communication Management
- Social Media Relations

During the program students will have an opportunity to analyse real life case studies of Public Relation activities of companies from different market sectors... Additionally, the program leading as a workshop, will give a chance to practice the creation of Public Relations strategies and image-plans. Students equipped with



various PR techniques & tools will have a chance to develop necessary skills & competences for successful PR activity.

## Qualitative Data Analysis (Atlas.ti)

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

The aim of the course is to making students familiar with with software used to analyze qualitative data in social research. The first part of the course is an introduction to qualitative research, in which we discuss the structure of the research process, stages of the research process as well as ways of collecting and archiving data.

In the second part of the course we focus on a specific research project (realized in a 2 person group) as soon as possible. Students work with Atlas.ti for a few weeks, learning about its functionality and analyzing data.

## Qualitative Data Analysis and Interpretation

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

Qualitative Data Analysis (QDA), a rapidly expanding form of research, seeks to make meaningful conclusions from textual (and visual) data that has been extracted from such sources as interview transcripts, newspapers and field notes. This course seeks to familiarize students with the variety of approaches commonly used as well as key methodological concepts. It will also show how the same data can lead to different interpretations depending on the researcher's epistemological perspective. In-class 'hands on' experience of the techniques discussed as well as homework assignments will accompany all key theoretical points. The course includes a practical introduction to computer-aided QDA as well as guidance on writing up research in a clear, succinct and scientifically accurate manner.

## Quantitative Data Analysis (SPSS)

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

The aim of the course is to familiarize students with IBM SPSS Statistics software and other programs for the analysis of standardized data. Students will learn the basics of the program during the classes and will be able to interpret and present the obtained research results. Participation in classes will allow students to use in practice the skills and knowledge acquired on other courses related primarily to statistics and methodology of social research. Knowledge from other sociological classes will help students to interpret the results obtained and present them in a broader context. Participation in classes will also be an opportunity to learn about the most important sources of social data that will be used by students during the course. As part of the course, students will be introduced to the basic functions of the R language.

## Quantitative Methods and Statistics in Business

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Training</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

The course is being prepared.

## Racial Studies – Colonialism, Culture, Race

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Academic cycle	<b>Bachelor's and Master's degree</b>
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Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

These classes will allow students to tackle the issue of "the other" - its distinction, stigmatization and separation, and discourses aimed at sustaining this separation forever. Students will learn the history of human activities dividing people into races, classes and nations. They are going to be presented with the history of stereotype and its quasi-scientific justifications, the knowledge that served both past and present to justify conquest and domination. The use of tools in fields such as anthropology, history, political science, cultural studies, literary studies or sociology and based on texts by authors such as Gayatri Chakravorty Spivak, Franz Fanon, Edwin Black, Edward Said, Maria Janion, Jan Sowa, Cesare Lombroso, Arthur de Gobineau and Houston Stewart Chamberlain will allow students to analyze such phenomena as: racism, antisemitism, homophobia, classism or islamophobia or the rise of nationalist sentiment. Topics such as colonialism and neocolonialism and its cultural and economic determinants, the concept of "race" and racism, eugenics, Romans and their reception in Western societies, nation and nationalism are also going to be discussed during the classes.

## **Self and Other: Mutuality and Domination**

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Academic cycle	<b>Bachelor's and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

Recognition is a crucial concept in psychology as well as in social and political theory: we need to feel appreciated in personal relationships but also to have our needs and perspectives recognized in democratic polities. In the class we will start from the account of recognition in the philosophy of G. W. F. Hegel, who described two scenarios of the dynamics between subjects: they can either build a relationship based on mutuality, or start a struggle ending in the domination of the master over the slave. Interestingly, conceptual structures similar to his can be found in various contemporary theories from psychoanalysis to social and political theory. We will use them to study the cognitive and emotional prerequisites of mutuality, and to discuss whether it is possible to avoid the destructive patterns of domination.

# Semiotics of Popular Culture

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Academic cycle	<b>Bachelor's degree and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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## ***Course description:***

This course is intended to allow student to look at modern pop culture, not as a chaotic collection of images and information, but as a structure, based on an economic and social foundation and governed by specific laws and values. During course pop culture will be discussed in its most vivid currents, such as television production, pornography, fashion and fashion industry, music industry and popular movie genres (horror, thriller, action movie). Student will get basic analytic tools based on approaches such as feminism, psychoanalysis, Marxism, post-colonialism, queer theory and animal studies. This will allow them to understand pop-cultural realm as a part of the wider, capitalist system, but also to analyze concrete works and phenomena and find, sometimes hidden, ideological background. During the second part of this course, students are going to watch TV programs, popular movies and videos and discuss and analyze its semiotic and ideological content.

## SEO & SEM

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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## ***Course description:***

LAB: Teaches advanced Analytical Strategy & Management of campaigns and communications. Experiments with tracking, optimizing, remarketing of digital content. Inspires the integration of psychology and sociology with global trend search into keyword creation for successfully targeting markets.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

# Social and Economic Contexts of Modern Conflicts

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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## ***Course description:***

A lot of attention is being paid to global conflicts in modern world, which often take a very appealing course. Media turmoil and games being played between political parties are followed by clashes between radicalized social fractions. At the same time the actual reasons of the resulting conflicts seem to be much less spectacular and often come down to the implementation of certain questionable policies, various market practices or social transformations. The real sources of these conflicts have often also little to do with the emotions they raise.

During the 'Social and Economic Contexts of Modern Conflicts' seminar we will investigate social and economic mechanisms underlying current global conflicts. We will combine scientific approaches with practical insights to recognize the structural background and create models explaining the nature and logic of these phenomena.

# Social Media & Culture

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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## ***Course description:***

This course is about relations between social media, society and culture. Building upon theories and concepts from media and communication studies, cultural studies, and sociology, it teaches to critically analyse and comprehend multiple effects of social media on the society and culture. What is "social" about social media? Do they weaken social bonds or, on the contrary, serve social integration? How do culture, cultural production, distribution and consumption change in the era of social media?

**\* The course may be limited for Exchange program students.**

Advanced English in spoken and written is required.

## Social Media & Politics

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

How social media change political life around the world? Do we need newspapers, radio and TV to learn political news nowadays, when politicians and journalists communicate with us directly with the help of tweets and posts? What is a relationship between social media and the spread of fake news? During this course, we will seek for answers for these and many other urgent questions about social media and politics.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## Social Media in the Media

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The course is being prepared.

## Social Media Marketing

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Academic cycle	<b>Bachelor's degree</b>
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Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The course is being prepared.

## **Social Media Strategy**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2018 / 2019</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

Builds on the foundations of the program's preceding required courses. Analyzes social media persona behavior. Explains planning & reporting ROI. Reinforces marketing principles while applying psychological and analytical data strategy to platforms' opportunities and audiences.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required**

## **Sociological Research (Qualitative and Quantitative)**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The Research Methodology course introduces students to the range of methods within social and political sciences. It provides firsthand experience with the specific procedures through which social science knowledge is developed. It emphasizes the interaction between theory and research. The emphasis will be on general procedures and on concrete techniques. Students will be expected to work in groups and carry out a small scale research project wherein they generate and analyze data, or work with data already available from some surveys. Teaching will take the form of a mixed lecture and workshop format (project driven). This course will: (1) familiarize students with social research methods, (2) offer "hands on" experience to some of the methods discussed in class, (3) offer an opportunity to select a reading source of interest to critically engage with its methods (to complete BA/MA), (4) write an original research proposal to address a particular research project, and (5) test some useful methods and briefly present the results to the rest of the classmates. Upon completion of this course students will be able to conduct a small-scale research project that is methodologically informed and understand the general principles and methods involved in doing social research.

Students will do the following group tasks:

1. Write a research project proposal (1,500 words)
2. Give class presentations on the progress of their research (at least once in the term)
3. Submit a final group research report (4-5,000 words by 16th Jan.2018)

Assessment: Student achievement of the stated course objectives will be measured in the form of (1) class presentation/assignments (2) student participation (3) and a 4-5,000 word research project report to be done by a group of 2 students.

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## Sociological Theories

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The course is being prepared.

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## Sociological Theories - workshop

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>



Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

The course is being prepared.

## **Sociological Thinking in Practice**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

The course is being prepared.

## **Sociology and Societies of Post-Modernity**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

Sociology of Postmodernity can be understood on two levels: theoretical and analytical. We will analyse cultural and social dimensions of postmodernity, looking closer at the phenomenon such as consumerism, simulation, risk, technology, ideologies, identity, family and body. Each of the phenomenon is to be shown from the perspective of post-modern sociological theory. It will allow us to challenge Lyotard's claim about the end of big narratives, as well as to make attendees familiar with a modern sociological thinking basis on the contemporary examples.

## Sociology of Culture

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

The course takes as a theoretical ground weberian concept of culture (value system) as the basis of social life. To understand social processes means to understand cultural phenomena. I plan to analyse selected cultural processes crucial for contemporary world:

- (1) Ethnicity in globalising society: separatism, nationalisms, disappearing and rising nationalities, stateless nationalities;
- (2) Cultural aspect of contemporary migration (acculturation, adaptation, integration);
- (3) Postcolonialism (European and None-European cases);
- (4) Mainstream cultures and counter-cultures (cultural movements, cultural conflicts).

## Socio-political Geography of Terrorism

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Academic cycle	<b>Bachelor's and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

The seminar is designed to deepening the understanding of a) the roots of terrorism, b) the trends in the development of terrorism as well as c) the globalization of terrorism. We will analyze the Global Terrorism Index and the social and economic factors nourishing extremism. We will study examples of current conflicts (incl. 'lesser-known' conflicts and regions such as Central Sulawesi or West Papua). In addition, the students will be invited to make an attempt to assess the risk posed by terrorism in selected countries and to discuss the question of effectiveness of counter terrorism policies, both at national and global level. As the roots of

the modern terrorism we are facing today can be traced back to the 70's and 80's we will also take a look at historical background and activities of selected terrorist organization.

## Statistics

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Training</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

Aims of the course: (1) Practicing and description of large collections of data and reading graphs of random variable distributions. (2) Discussing: the questions of correct sampling, estimation of population parameters from sample data and the question of proper choice of the tests, depending on the tested hypotheses and measurement scales. (3) Practical exercising in formulation of hypotheses, and testing the hypotheses with a spreadsheet. The contents of the course encompasses: measures of central tendency (mean, median, modes), then measures of: dispersion, asymmetry and deviations from the normal distribution. Also two-variable statistics with calculation of correlation and graphing of the mutual dependence. Next, random variables, theory of estimation, problems and errors in sampling, basic statistical tests (various applications of the Student-t test, Fisher-Snedecor test and chi-square test).

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## Statistics for Social Research

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Training</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

Statistics plays many important roles in sociology, such as (a) providing tools for building probabilistic models of social processes,

(b) providing tools for summarising data from surveys and experiments, or (c) providing tools for making inferences about population parameters. The present course focuses on the last two uses of statistics. Further, the use of statistics in science can be divided into (a) providing theoretical justification for statistical measures and (b) providing practical rules for applying the measures to a particular research problem. The present course puts greater emphasis on the latter.

The course begins with a presentation of the concepts of statistical variable and statistical distribution and goes on to discuss the common descriptive statistics summarising the center and the dispersion of the distribution. Also, because quantifying association between social phenomena is at the heart of data analysis in sociology, the concept of statistical association and various measures of association will be presented in some detail. The final part of the course will be concerned with issues of statistical inferences from a sample to a population.

All classes are to take place in a computer lab, so that the students can learn how to use common statistical software (e.g., MS Excel) to perform simple statistical computations.

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## Strategic Games

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

Workshops are based on a classical strategic game named Diplomacy. It is best played by seven players. Each player represents one of the seven Great Powers in the years prior to World War. In that period Europe was a complicated cauldron of political intrigue. You are about to travel back to those times and change the course of history in favor [from Manual]

On a map you can find cities, which can supply armies of its owners. The aim of a game is to control more than a half of the cities in Europe.

All players simultaneously give their orders, after 15 minutes of a negotiation phase. Personal contact between players and easy rules make the game enjoyable and, very often, exceedingly exciting...

The objective of this course is to:

- develop students' strategic way of thinking
- make them familiar with mechanisms of negotiations
- practice with students some basic methods of solving military problems

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

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## Strategic Management

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

To succeed in the future, managers must develop the resources and capabilities needed to gain and sustain advantage in competitive markets—traditional and emerging. The way in which organizations attempt to develop such competitive advantage constitutes the essence of their strategy. The Strategic Management Course focuses on identifying and understanding the sources of superior firm performance. This course introduces theoretical concepts and frameworks useful for analyzing the external and internal environment of the firm, and guiding the formulation and execution of different types of strategies. Strategic issues are examined from the perspective of a chief executive or general manager, focusing on how they can formulate effective strategies and develop the necessary resources and capabilities to achieve sustainable competitive advantage in a global and volatile competitive environment.

## Strategic Studies

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The course is being prepared.

## Sustainability and Social Innovation

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>

Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

The course aims at introducing students to the ideas and concepts, practice, challenges and controversies behind the notions of sustainability and social innovations triggered by the attempts to achieve sustainability in its all dimensions (economic, social and environmental) and at all levels (local, corporate and global). After looking at how economic theory treats the issues sustainability and of “external” effects of human and business activities, which may endanger sustainability, students will discuss historical evolution of ways how theorists, managers and different stakeholders understand the role and potential of social innovations which may create more responsible and sustainable business and global development. Social innovations are triggered by an interest in improving the well-being of people in society. Social rather than economic concerns are the main driver in the development and application of new ideas to solving problems and improving social conditions. The course aims at examining the relationship between social, business and technical dimensions and develop a provisional framework for making sense of social innovation.

## **Terrorism and Other Security Threats**

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Academic cycle	<b>Bachelor’s and Master’s degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

This course is primarily designed to assist students in a) deepening their knowledge of the history and development of terrorism and political extremism in the 20th and 21st century, as well as b) enhancing analytical skills, with a special focus on critical media literacy. We will study links between historical events (such as e.g. Munich attack in 1972) and current developments (incl. but not limited to the Middle East) as well as discuss case studies. As the modern terrorism is an occurrence strongly and inseparably related to the media (and often garners a disproportionately large amount of news coverage) we will also analyze examples of media content related to security threats. We will ponder the question how the media could contribute to counter-terrorism. In addition, we will take a look at the role of the Internet and social media in the broad context of security. Through this course, we will have much to debate and discuss.

## **Terrorism and the Media**

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Academic cycle	<b>Bachelor’s and Master’s degree</b>
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Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

The course is being prepared.

## **The Art of Oral and Written Communication**

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Academic cycle	<b>Bachelor's and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

The course is being prepared.

## **The Most Important Theories of Modernity**

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Academic cycle	<b>Bachelor's degree and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

From Darwin to Einstein to genetics, from psychoanalysis to feminist theory – the course will examine the way the most fundamental theories of the modern era have changed the way we think and live. We will cover issues, which constitute the intellectual “ABC” of the contemporary humanist.

Theories are never just theories, since they shape the way we perceive ourselves as humans and the surrounding world. They shape the future. Therefore, the goal of our meetings will be to discover the links between a given theory and art, politics and everyday life. Has the evolution of optics changed the actual way we see? It has surely contributed to bringing about a revolution in art called impressionism. What are the origins of critical theory, so fashionable today? And what do we gain – and lose – by being critical? These are some of the questions we will pose and discuss during the course.

Arbitrariness is the *signum temporis* of modern man. Why is this so? Meeting the likes of Nietzsche, Marx, Freud, Kuhn or Quine can make it more clear. Getting to know what they thought can be very personal – if we only know what questions, we should ask.

Our task will be to pose the right questions as well as analyze the interconnections between theory and modern life. In an ever-changing world that presumably requires us to become more and more specialized, we lose touch of an understanding that goes beyond the single discipline. We also lose our curiosity that naturally wonders beyond that discipline. Thus, we will train ourselves in re-becoming curious of the visions, themes and personalities that have contributed to sculpting us into what we are today.

## The Rise of Asia – Focus on South Asia and Its Relations with China

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Academic cycle	<b>Bachelor’s and Master’s degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### **Course description:**

The course is being prepared.

## Theory and Practice in International Relations

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Academic cycle	<b>Bachelor’s degree and Master’s degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Elective / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>



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### **Course description:**

In our multiconnected and perilous world students of International Relations are confronted by increasingly complex questions of politics, security, society and economy. Today, the life of every person is deeply plugged in the stream of processes and international structures, as well as attitudes and behaviour of policy actors, organizations and institutional bodies at individual, state and transnational level.

In global perspective, human society is confronted by wide range of converging challenges: global existential threats (climate change and nuclear weapons proliferation); traditional geopolitical confrontations between global and/or local rivals and the rise of power seeking actors; the diffusion of transnational insecurities (international terrorism and economic crises); new technologies that radically change ways of communication and nature of war (cyberpower and netwar), as well as wide social and political crises deriving from identity, authority, and the capacity of states.

Here, International Relations theory is about improving the actual practice of international relations. At our class - among many issues - we will discuss: **how to 'speak truth to power'**; **what is the purpose** and **who is the addressee of IR Theory**; and **what is its 'practice turn'**.

In the field of Security, we will study the practices by which security is made and issues become known as the threats, and how sovereignty and security are co-constitutive today.

What is its final task that a theory of International Relations can and should perform? *It is to prepare the ground for a new international order radically different from that which preceded it.* (Morgenthau, 1970).

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## **Theory of International Relations**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### **Course description:**

The course is designed as an introduction to fundamental theories of international relations and regional integration, the acquaintance with which is indispensable to any IR student. It is devoted to main IR theories - realism, liberalism and globalism, and more modern theories of IR, such as constructivism, postmodernism, discourse theories, as well as theories of regional integration (neo-functionalism or liberal intergovernmentalism). The course will deal with general "classical" and canonical IR theories texts as well as with more concrete case studies. The students will be required to participate in class discussions, and pass an oral exam.

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## **Tools & Tech for Social Media**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The course is being prepared.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

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## **Trade, Aid and Development**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The course will be dedicated to the contemporary phenomena of international development, international trade and international aid, which shape interactions among countries, regions and continents. In particular, the course will analyze the nuances of contemporary international development, mostly in its socio-economic form, and will examine trade and aid as components of international relations and cooperation. To a great extent, the analyses will focus on the Asian continent as the growth pole of the global economy, where trade and development activities extensively influence the rest of the world.

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## **Transnational Crime**

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>

Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The course is being prepared.

## UI & UX Design and Analysis

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Training</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The course is being prepared.

## User Generated Content

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

The course is being prepared.

## Using Media as a Propaganda Weapon

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Academic cycle	<b>Bachelor's and Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The course is being prepared.

## Video & Visuals for Social Media Marketing

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

Uncovers the latest video production & broadcasting methods with native apps & software for all platforms, with concentration on Instagram and YouTube, Training graphic-making tools & applications. Perfects visual posts based on real time experimentation, expert international research and analysis of influencer trends.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## War and Peace

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Academic cycle	<b>Master's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

The course is being prepared.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

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## **Working as a Foreign Correspondent**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

This course will be focused on the practical aspects of working as a foreign correspondent. I have some experience to impart, and we will be drawing upon the experiences of other correspondents based in Warsaw as the course progresses, but I want you all to get in the mindset that as of next week, you are all Warsaw-based correspondents too. All you need to be a correspondent is intellectual curiosity, personal integrity, a brain and a pen/laptop. Assuming you all already have those things, I want you all to be on the lookout for stories - political, cultural, social, whatever you think is interesting. What the course will help you to do is gain knowledge of the process of how you turn those ideas into pitches, those pitches into commissions and ultimately, those commissions into published/printed stories (and, of course, cash).

In practice, this means that the homework I set you will be relatively light, but I will expect you to do some practical work - researching issues, interviewing people etc - every week between classes. Every week we will discuss a different thematic/theoretical aspect of work and life as a correspondent, but we will also be working collaboratively to help each other develop their ideas and work. By the end of the course, we should have produced more than enough material to 'publish' our own little newspaper or magazine.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

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## **Workshop: Creative Writing**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>

Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

The course is being prepared.

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## Workshop: In-Depth Reporting

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

The objective of this course is to teach students how to find stories, develop a reporting strategy, conduct research and interviews, choose an appropriate story form and write in-depth pieces for use in print and online media outlets. The emphasis will be on students writing their own stories. By the end of the course, students will plan, research, write and file two in-depth pieces -- a feature and profile -- and participate in several other projects involving teams of fellow students.

Students will become familiar with a variety of feature forms. They will monitor a variety of media and analyze examples of in-depth reporting by professional journalists and fellow students, as well as complete smaller writing assignments in class.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

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## Workshop: Investigative and Political Reporting

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>

**Course description:**

The objective of the course is to:

- sharing the knowledge about the peculiarities of political and investigative journalism.
- getting students familiar with the principles of functioning of the public relations industry, so that they learn how to avoid manipulation by private and public organizations
- introducing to students the concept of information war
- introducing to students the ideas of the new paradigm, produced by the social media and the “post truth” era
- teaching students how to interpret political language and differentiate the forms of political communication
- teaching students the ethic of journalism, related to political and investigative fields
- getting students familiar with proper sources management
- enabling the students to talk to a practitioner in the field of political journalism
- providing an opportunity to discuss the issues, related to different study cases of journalistic investigation and problem they raise.
- practicing with students working in groups, writing essays, and fulfilling the assignments, related to those issues

\* The course may be limited for Exchange program students.

Advanced English in spoken and written is required.

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## Workshop: Lifestyle Journalism

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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**Course description:**

The course is being prepared.

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## Workshop: Multimedia Content

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>

Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

Multimedia content is one of the most important parts of modern journalism. It also redefining the way we gather knowledge and consume the information. During this workshop you'll learn the difference between platforms' audience and types of content, you'll learn the techniques of visual storytelling, media production process, formatting and pitching your ideas for multimedia content. You should also have a clear sense of how big and small publishers use multimedia content, how they monetize it and why it is needed. Components of the final grade: 45% - 100% attendance up to 15% - active participation during workshop up to 20% - final project (format pitch presentation) up to 20% - conversation (format pitch) Student needs 40% to complete the course: 2: up to 39% (fail) 3: 40-49% (close fail) 3.5: 50-59% (minimum pass) 4: 60-69% (meets the course criteria) 4.5: 70-79% (above expectations) 5: 80-89% (outstanding) 5.5: 90-100% (exceptional)

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## **Workshop: Opinion Writing**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

The course is being prepared.

## **Workshop: Press Interview**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>



Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

During this workshop students will learn how to prepare for and conduct press interviews. We will tackle specific research, question planning and interview strategies based on my long experience in printed and electronic media. They will analyze videos of best interviewers at the BBC and British and American newspapers as well as discuss advantages and downsides of several interview styles. They will learn how to deal with different interviewees, write up an attractive interview and sell the topic to their editors. The workshop will include a lot of practical tasks such as preparing questions and conducting short interviews. Students will be acquainted with all tricks of the trade as well as psychological approach of a good interviewer. Students will be taught how to avoid typical mistakes of the newbie.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## **Workshop: Real Time Journalism**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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### ***Course description:***

Main aim of this course is to get the students aware of what it takes to be prepared for working efficiently in the real time online environment. Trends such as real time, big data, social media, multichannel, micro-moments and changing customer demographics will be explored and explained during lectures and workshops.

Students will also learn what new skills and technologies are to be acquired to become the modern journalist, who is part artist and part scientist. We will deep-dive into the models that change viewers needs and behaviours in the attention economy such as: social gene, zero moment of truth and liquid content. As the result they will be able to fully understand the paradox of traditional and digital media – the perfect difference and the perfect match.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## **Workshop: Research**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Workshop</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

Research sounds, well... boring. Yet it is not! And it presents the most essential part of any journalist's work. You can be very gifted but with no research you are no good! During my classes I will teach you how to do fascinating research that produces great topics and great pieces for the newsroom, newspapers and magazines. You will get to grips with „magnifying glass“ technique, you will learn about stages and the practicalities of good research. Knowing what you look for **IT** is easier to find, isn't it? You will get practical knowledge, **Some** tricks of the trade, complete tasks in the class and at home. You will acquire theory but only as much as necessary. This workshop I have been doing for some time is result of my 28 years research practice in radio and printed journalism. I will be happy to show you videos, examples of concrete work and output. You will be provided with well established methods to move on fast with your research while remaining focused on the goal: an ideal news item, an interesting programme or article.

**\* The course may be limited for Exchange program students.**

**Advanced English in spoken and written is required.**

## **World Economic History**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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### ***Course description:***

The course is being prepared.

## **World History 1914 – 1956**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>

ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

The course examines world events in the first half of the 20th century. When the First World War began empires covered the globe; it was said that 'the sun never set' on the British Empire. The First World War destroyed that order forever. The interwar period saw the creation of new independent nation-states but it also saw the rise of ideologies from fascism to communism. The Second World War, the most destructive in human history, ushered in an era of independence for some (India, the creation of Israel) but also saw increasing nuclear tension and a Cold War between the two new 'Superpowers'. The Cold War touched every region of the globe from the Middle East to Indo-China; from Africa to Europe. The course examines key events of the post war world in the context of the struggle between east and west - from the Korean War to the Bandung Conference to the Hungarian Revolution of 1956.

## **World History since 1956**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>5</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Summer</b>

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***Course description:***

This course concentrates on key global historical events after 1956, from the division of Europe with the building of the Berlin Wall to the Cuban Missile Crisis and the Vietnam War. It focuses on the history of the Middle East from the Arab-Israeli conflict to the increasing importance of oil to world politics. It looks at the cultural upheavals of 1968 and examines the genesis of the European Union. The Soviet invasion of Afghanistan heralded intensification of the arms race as well as the rise of Solidarity. 1989 saw the collapse of the Soviet Union and eastward expansion of NATO and the EU. The course looks at the end of the 'Superpowers' and the increasing importance of China, India and other areas. It looks at recent events in Ukraine and examines the possibility of 'another Cold War'.

## **World Social History (XXth and XXIst Century)**

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Academic cycle	<b>Bachelor's degree</b>
Language	<b>English</b>
ECTS credits	<b>3</b>
Hours	<b>30 hrs.</b>
Course type	<b>Obligatory / Lecture-Seminar</b>
Academic year	<b>2020/2021</b>
Duration	<b>1 semester</b>
Semester	<b>Winter</b>

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***Course description:***

The course is being prepared.