1.	Field of study	**Creative management in new media**
2.	Faculty	Krzysztof Kieślowski Film School
3.	Academic year of entry	2022/2023 (winter term), 2023/2024 (winter term), 2024/2025 (winter term)
4.	Level of qualifications/degree	second-cycle studies
5.	Degree profile	general academic
6.	Mode of study	full-time

Module: Social and Cognitive Psychology

Module code: W8-ZN-S2-PP

1. Number of the ECTS credits: 3

2. Learning outcomes of the module

code	description	learning outcomes of the programme	level of competence (scale 1-5)
PP_1	The student defines basic concepts such as social cognition, social dissonance, interpersonal communication, interpersonal attractiveness, conformism, normative social impact, informational social impact, the influence of authority, prejudice, stereotype, discrimination, pro-social behavior, attribution, group thinking syndrome, power, leadership, and others covered by the thematic scope of the classes.	K_W10	5
PP_2	The student explains the meaning of social and cognitive psychology as a science in interpreting specific phenomena in business life and on the Internet.	K_W11	4
PP_3	The student classifies psychological phenomena and can assess their positive and negative dimensions.	K_U09	4
PP_4	The student identifies the causes of people's behavior in the group and proposes solutions to social and cognitive psychology problems.	K_U12	5
PP_5	The student improves the ability to work in a group.	K_K09	4
PP_6	The student identifies himself with the idea of lifelong learning.	K_K12	3

3. Module description

Description	The Social and Cognitive Psychology course aims to provide students with the basic knowledge in these areas of psychology to understand the processes of managing contemporary organizations and issues of human cognition and explaining human behavior. The main issues discussed during the classes will be the basic mechanisms of human behavior in social communities such as teams, organizations, and society. The topics of the following classes will be an explanation of the essence of science, which is social psychology and cognitive psychology, human behavior in individual and group dimensions and their determinants, social cognition, the phenomenon of conformism, the effect of social idleness and other negative effects of group work, stereotypes and prejudices, social influence (including manipulation, power, and leadership), social intelligence and other social competences.

	Participation in the classes will enable the training of basic skills in interpersonal communication and problem solving related to the functioning of people in a social environment. An essential area of the course will be the context of organizations and their management.
Prerequisites	The student has basic knowledge in the field of social sciences.

4. Assessment of the learning outcomes of the module

code	type	description	learning outcomes of the module
PP_w_1	Test	Verification of knowledge of basic concepts and ways to solve specific problems, group work skills, knowledge of creative thinking techniques, and ability to present worked-out solutions.	PP_1, PP_2
PP_w_2	Continuous evaluation	Verification of work skills in a group over a selected problem and presentation of its solution.	PP_3, PP_4, PP_5, PP_6

5. Forms of teaching

code	form of teaching			required hours of student's own work		assessment of the learning outcomes of the module
	type	description (including teaching methods)	number of hours	description	number of hours	
PP_fs_1	lecture	Classes will be conducted in the form of an interactive lecture, within which elements of discussion, case study, games, and creative thinking techniques will be introduced.	15	Analysis of the literature on the subject, analysis of the lecture content, searching for examples in practice, and independent implementation of the indicated material batches, including the subject literature.	30	PP_w_1
PP_fs_2	practical classes	Expository methods (talk, explanations and explanations, multimedia presentations) and problem method (activating method or situational and didactic game) or task methods and analysis of source material.	15	Independent implementation of the material batch indicated in the syllabus and analysis of examples selected by the lecturer, repetition, and consolidation of knowledge and skills acquired during the course.	30	PP_w_2