University of Silesia in Katowice

1.	Field of study	**Creative management in new media**
2.	Faculty	Krzysztof Kieślowski Film School
3.	Academic year of entry	2020/2021 (winter term), 2021/2022 (winter term)
4.	Level of qualifications/degree	second-cycle studies
5.	Degree profile	general academic
6.	Mode of study	full-time

Module: Basics of psychology (optional courses: Basics of social psychology or Basics of internet psychology)

Module code: 09-ZN-S2-PP

1. Number of the ECTS credits: 5

2. Learning outcomes of the module

code	description	learning outcomes of the programme	level of competence (scale 1-5)
PP_1	Student defines basic concepts such as: social cognition, social dissonance, interpersonal communication, interpersonal attractiveness, conformism, normative social impact, informational social impact, 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	Student explains the meaning of social psychology as a science in interpreting specific phenomena in business life and on the Internet.	K_W11	4
PP_3	Student classifies psychological phenomena and is able to assess their positive and negative dimensions.	K_U09	4
PP_4	Student identifies the causes of behavior of people in the group, proposes solutions to problems in the field of social psychology.	K_U12	5
PP_5	Student is able to work in a group.	K_K09	4
PP_6	Student identifies himself with the idea of lifelong learning.	K_K12	3

3. Module description

Description	Optional subject: • Basics of social psychology • Basics of internet psychology Course description: Basics of social psychology The aim of the classes in the Basics of Social Psychology is to provide students with basic knowledge in the field of social psychology in the area that enables understanding of the management processes of contemporary organizations. The main issues discussed in the classes will be the basic

	mechanisms of behavior of people in social communities such as teams, organizations or society. The topics of the following classes will be: explanation of the essence of science, which is social psychology, behavior of individuals in the individual and group dimension and their determinants, social cognition, conformism, social loosing effect and other negative effects of group work, stereotypes and prejudices, social impact (including manipulation, power and leadership), social intelligence and other social competences. Participation in the classes will enable training of basic skills in the area of interpersonal communication and solving problems related to the functioning of people in the social environment. An important area of the classes will be the reference to the organization's context and management. Course description: Basics of internet psychology The aim of the course is to present the psychic aspects of cyberspace. The student will learn about the determinants of the phenomenon, why millions of people from all over the world meet each day in the virtual world to talk, get the information they need, learn, play or earn. The topics of the course will be the impact of the Internet on human life, its interpersonal relations, and everyday life. The following issues will be presented: network identity, psychology of creating impressions, network masks and masquerades, dynamics of social groups in cyberspace, psychology of aggression in the network, sympathy and love in the network, psychological aspects of pornography, psychology of helping, gender issues on the web, nurturing traditional values in Internet.
Prerequisites	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 basic concepts and ways of solving specific problems, group work skills, knowledge of creative thinking techniques and the ability to present developed 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, independent implementation of the indicated material batches, including the subject literature.	60	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.	60	PP_w_2