

1. Field of study	Digital communication
2. Faculty	Faculty of Humanities
3. Academic year of entry	2024/2025 (winter term)
4. Level of qualifications/degree	first-cycle studies
5. Degree profile	general academic
6. Mode of study	full-time
7. ISCED code	0618 (Information and Communication Technologies (ICTs), inter-disciplinary programmes)
8. Number of semesters	6
9. Degree	licencjat (Bachelor's Degree)
10. General characteristics of the field of study and the assumed concept of education	
11. Information on the relationship between the studies and the university's strategy as well as the socio-economic needs that determine the conduct of studies and the compliance of learning outcomes with these needs	
12. Specializations	n/a
13. General description of the specialization	
14. The semester from which the specializations starts	n/a
15. Percentage of the ECTS credits for each of the scientific or artistic disciplines to which the learning outcomes are related to the total number of ECTS credits (along with the indication of the leading discipline)	<ul style="list-style-type: none"> • <i>[leading discipline]</i> linguistics (humanities): 55% • information and communication technology (engineering and technology): 25% • communication and media studies (social sciences): 20%
16. Number of ECTS credits required to achieve the qualification equivalent to the level of study	180
17. Percentage of the ECTS credits for optional modules in relation to the total number of ECTS credits	39%
18. Total number of ECTS credits that a student must obtain in the modules taught	111

19.	Number of ECTS credits that a student must obtain in modules assigned to disciplines within the humanities or social sciences (not less than 5 ECTS) - in the case of fields of study assigned to disciplines within the fields other than, respectively, humanities or social sciences	93
20.	Number of ECTS credits - higher than 50% of the total number of credits - that a student must obtain: <ul style="list-style-type: none"> • in general university programmes within a module connected with research carried out in the scientific or artistic disciplines to develop his/her knowledge and research skills; • in practical programmes within a module to develop practical skills 	156
21.	Total number of ECTS credits that a student must obtain in internships	2
22.	Internships (hours and conditions) in the case of practical programmes and in general university programme - if such requires internship	<p>Internships are an integral part of the study program, carried out by students in individual fields, levels, profiles and forms of study. Internships are to help in confronting the knowledge acquired during studies with the requirements of the labour market, acquiring skills useful in the profession, learning about practical issues related to working in positions for which the student is prepared during the course of studies. The internship is to familiarize the student with professional language relevant to a specific industry and work culture. The rules for the organization of internships are set out in the Rector's ordinance. Detailed rules of apprenticeship taking into account the specifics of particular fields of study are set out in the field's of study apprenticeship regulations, in particular: learning outcomes assumed to be achieved by the student during the apprenticeship, framework apprenticeship program including a description of issues, dimension of apprenticeship (number of weeks of practice); form of internship (continuous, mid-year), criteria for choosing the place of internship, obligations of the student staying in the internship, obligations of the academic tutor, conditions for completing the internship by the student and conditions for exemption from the internship obligation in whole or in part. The number of ECTS and the number of hours are specified in the course structure.</p>
23.	Graduation requirements	<p>The condition for admission to the diploma examination is to achieve the learning outcomes provided for in the study program, to obtain a certificate of an appropriate level of language proficiency in a foreign language and to obtain positive grades for the diploma dissertation. The condition for graduation is to pass the diploma examination with at least a satisfactory result. A graduate receives a higher education diploma confirming obtaining the qualifications of the appropriate degree. Detailed rules of the diploma process and the requirements for the diploma thesis are set out in the Rules and Regulations of Studies at the University of Silesia and the diploma regulations.</p>