

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Advanced data analysis methods</b>
Module code	01-KC-S1-ZMAD
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	Celem zajęć jest zapoznanie studenta/studentki z tematyką wybranych technik nieliniowej analizy danych. Tematyka zajęć będzie obejmowała przede wszystkim niestandardowe metody analizy danych, w tym także szeregi czasowych. Na zajęciach zostaną przedstawione wybrane techniki wykorzystujące analizę informacji zawartej w sygnale w postaci wybranych algorytmów opartych o teorię informacji. Ponadto student_ka zostanie zapoznany_a z wybranymi metodami optymalnej klasyfikacji zbiorów danych.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
ZMAD_1	praktycznie wykorzystuje zaawansowaną wiedzę o metodach i technikach pozyskiwania i analizy danych w komunikacji oraz ewaluacji efektów działań komunikacyjnych, potrafi także zastosować zaawansowane metody statystyczne i numeryczne pomocne w analizie danych	KC_W03 KC_W06	5 5
ZMAD_2	ma wiedzę o metodach i technikach sztucznej inteligencji	KC_W05	5
ZMAD_3	zna techniki obliczeniowe przydatne w informatyce; rozumie znaczenie formalizmu matematycznego oraz posiada wiedzę na temat współczesnych paradygmatów, języków i metod programowania i sztucznej inteligencji	KC_U03 KC_U05	3 5
ZMAD_4	potrafi stosować zaawansowane techniki informatyczne do rozwiązywania problemów praktycznych; potrafi korzystać z bibliotek wspomagających takie techniki	KC_U09	5

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate

		<p><i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i></p>
d01	Programmed learning methods	<p>Working with a computer  <i>e.g., Webquest; implementation of educational tasks using electronic and digital devices, computer programs and Internet applications; the academic teacher acts as a consultant; students' work is carried out step by step according to the plan laid own by the person teaching the course and following his instructions, and proceeds towards producing the indicated results within the set deadline</i></p>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
ZMAD_L	laboratory classes	30	course work	ZMAD_1, ZMAD_2, ZMAD_3, ZMAD_4	a05, b04, d01

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	<p>Developing practical skills  <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i></p>	Yes
b01	Consulting the curriculum and the organization of classes	<p>Getting acquainted with the syllabus content  <i>reading through the syllabus and getting acquainted with its content</i></p>	No

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1.	<b>Field of study</b>	<b>Digital communication</b>
2.	Faculty	Faculty of Humanities
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5.	Degree profile	general academic
6.	Mode of study	full-time

<b>7. General information about the module</b>	
<b>Module name</b>	<b>AI tools</b>
Module code	01-KC-S1-NAI
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	Rozwiązania wykorzystujące tę technologię generują nie tylko tekstowe odpowiedzi na różne pytania, ale także realistyczne obrazy, filmy, muzykę czy inne formy kreatywnych treści. W ramach zajęć omówimy i przetestujemy subiektywny zestaw najciekawszych narzędzi generatywnej sztucznej inteligencji, które wspierają pracę, zwiększają produktywność, pobudzają kreatywność i pozwalają odkrywać nowe pomysły.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
NAI_1	ma wiedzę o metodach, technikach oraz ograniczeniach sztucznej inteligencji i rozpoznaje je w warstwie aplikacyjnej	KC_U09 KC_W05	5 5
NAI_2	poznaje i wykorzystuje nowoczesne aplikacje generatywnej sztucznej inteligencji w czasie rozwiązywania zagadnień oraz w procesie twórczym	KC_U01 KC_U05	3 4
NAI_3	potrafi pracować w zespole w celu rozwiązania nowych praktycznych problemów	KC_K04 KC_U08	4 4
NAI_4	rozumie znaczenie nauk technicznych dla rozwoju cywilizacji, pojmuje interdyscyplinarny charakter umiejętności programistycznych. Rozróżnia idee systemów otwartych i wolnego oprogramowania oraz systemy zamknięte i licencjonowane	KC_U02	5

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>

b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
d01	Programmed learning methods	Working with a computer <i>e.g., Webquest; implementation of educational tasks using electronic and digital devices, computer programs and Internet applications; the academic teacher acts as a consultant; students' work is carried out step by step according to the plan laid own by the person teaching the course and following his instructions, and proceeds towards producing the indicated results within the set deadline</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
NAI_L	laboratory classes	30	course work	NAI_1, NAI_2, NAI_3, NAI_4	a05, b04, d01

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

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5.	Degree profile	general academic
6.	Mode of study	full-time

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Analysis and creation of a persuasive text</b>
Module code	01-KC-S1-AKTP
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	Student/ka systematyzuje wiedzę na temat językowych i pozajęzykowych wykładników perswazji. Prowadzi wieloaspektowe analizy współczesnych tekstów promocyjnych pod kątem nasycenia zabiegami o charakterze perswazyjnym (dla warstwy obrazowej na poziomie ikonycznym, ikonograficznym, tropologicznym, topicznym i entymematycznym, a dla warstwy werbalnej na poziomie fonetycznym, leksykalnym, w tym słowotwórczym, syntaktycznym i tekstowym). Student/ka tworzy w grupach projektowych skomplikowane marketingowo teksty kultury w postaci stron www, dostosowuje werbum i ikonę do potencjalnego odbiorcy. Myśli o efekcie perlokucyjnym komunikacji, zdając sobie sprawę z różnicy między kodowaniem a interpretacją.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
AKTP_1	ma wiedzę z zakresu retoryki i umiejętności perswadowania odnoszącą się do warstwy obrazowej i werbalnej współczesnych tekstów	KC_W02	5
AKTP_2	zna cechy odbiorców kultury, reklamy i mediów, do których kierowane są teksty perswazyjne	KC_W04	3
AKTP_3	potrafi diagnozować potrzeby różnych odbiorców w komunikacji tradycyjnej i cyfrowej i wykorzystywać wiedzę dotyczącą odbiorców działań komunikacyjnych w procesie kreacji tekstów promocyjnych	KC_U01	4
AKTP_4	potrafi dopasować język tekstu perswazyjnego do sytuacji komunikacyjnej, przestrzegając zasad etykiety językowej	KC_U07	5
AKTP_5	jest gotów_a do krytycznej oceny odbieranych tekstów perswazyjnych i promocyjnych oraz do uznania w odniesieniu do nich wiedzy eksperckiej	KC_K01	2

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps</i>

		<i>specified by the person teaching the course</i>
b04	Problem-solving methods	<p>Activating method – discussion / debate  <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i></p>

<b>10. Forms of teaching</b>					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
AKTP_C	practical classes	30	course work	AKTP_1, AKTP_2, AKTP_3, AKTP_4, AKTP_5	a05, b04

<b>11. The student's work, apart from participation in classes, includes in particular:</b>			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	<p>Developing practical skills  <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i></p>	Yes
b01	Consulting the curriculum and the organization of classes	<p>Getting acquainted with the syllabus content  <i>reading through the syllabus and getting acquainted with its content</i></p>	No
c03	Preparation for verification of learning outcomes	<p>Implementation of an individual or group assignment necessary for course/phase/examination completion  <i>a set of activities aimed at performing an assigned task, to be executed out of class, as an obligatory phase/element of the verification of the learning outcomes assigned to the course</i></p>	Yes

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6.	Mode of study	full-time

7.	<b>General information about the module</b>	
<b>Module name</b>		<b>Communication theory</b>
Module code		01-KC-S1-TK
Number of the ECTS credits		4
Language of instruction		Polish
Purpose and description of the content of education		Moduł obejmuje wybrane zagadnienia dotyczące komunikacji i komunikowania się – zarówno tradycyjnego, jak i cyfrowego. Osoby studiujące zapoznają się z terminologią z zakresu nauki o komunikacji, poznają najważniejsze koncepcje badawcze, schematy i strategie komunikacyjne, poziomy komunikowania społecznego oraz relacje komunikacyjne. Rozumieją uwarunkowania i wielowymiarowość procesów komunikacyjnych.
List of modules that must be completed before starting this module (if necessary)		not applicable

8.	<b>Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)	
TK_1	ma wiedzę z zakresu komunikacji interpersonalnej i medialnej, rozumie warunkujące komunikację zasady społecznego funkcjonowania człowieka	KC_W02	5	
TK_2	zna metody i techniki pozyskiwania i analizy danych w komunikacji oraz ewaluacji efektów działań komunikacyjnych	KC_W03	4	
TK_3	potrafi diagnozować potrzeby różnych odbiorców w komunikacji tradycyjnej i cyfrowej, wykorzystywać wiedzę dotyczącą odbiorców działań komunikacyjnych, ich więzi społecznych i językowej identyfikacji	KC_U01	4	
TK_4	potrafi aktualizować wiedzę na temat współczesnych trendów w komunikacji cyfrowej	KC_U09	3	
TK_5	charakteryzuje się otwartością, refleksyjnością oraz postawami prospołecznymi jako nadawca i odbiorca różnych komunikatów	KC_K04	4	

9.	<b>Methods of conducting classes</b>		
Code	Category	Name (description)	
a01	Lecture methods / expository methods	Formal lecture/ course-related lecture <i>a systematic course of study involving a synthetic presentation of an academic discipline; its implementation assumes a passive reception of the information provided</i>	

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
TK_W	lecture	30	exam	TK_1, TK_2, TK_3, TK_4, TK_5	a01

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

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6.	Mode of study	full-time

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Creation of web content</b>
Module code	01-KC-S1-TTW
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	W trakcie zajęć studenci/studentki zapoznają się z zasadami funkcjonowania stron www w sieci Internet. Osoby studiujące poznają specyfikę protokołu HTTP, języka html oraz technologii CSS. Studenci/studentki poznają również zasady tworzenia serwisów wykorzystujących systemy zarządzania treścią (CMS).
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
TTW_1	zna zasady tworzenia stron www	KC_W05	4
TTW_2	zna język html oraz języki skryptowe służące do implementacji aplikacji internetowych	KC_U05	4
TTW_3	potrafi zaprojektować statyczną i dynamiczną stronę internetową	KC_U05	5
TTW_4	potrafi skonfigurować i dostosować serwis internetowy z wykorzystaniem CMS	KC_U05 KC_U09	4 3
TTW_5	potrafi dostosować prezentowane treści z uwzględnieniem uwarunkowań kulturowych różnych grup odbiorców	KC_K02 KC_U01	4 3

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate

		<p><i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i></p>
d01	Programmed learning methods	<p>Working with a computer  <i>e.g., Webquest; implementation of educational tasks using electronic and digital devices, computer programs and Internet applications; the academic teacher acts as a consultant; students' work is carried out step by step according to the plan laid own by the person teaching the course and following his instructions, and proceeds towards producing the indicated results within the set deadline</i></p>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
TTW_L	laboratory classes	30	course work	TTW_1, TTW_2, TTW_3, TTW_4, TTW_5	a05, b04, d01

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	<p>Developing practical skills  <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i></p>	Yes
b01	Consulting the curriculum and the organization of classes	<p>Getting acquainted with the syllabus content  <i>reading through the syllabus and getting acquainted with its content</i></p>	No
c03	Preparation for verification of learning outcomes	<p>Implementation of an individual or group assignment necessary for course/phase/examination completion  <i>a set of activities aimed at performing an assigned task, to be executed out of class, as an obligatory phase/element of the verification of the learning outcomes assigned to the course</i></p>	Yes

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5.	Degree profile	general academic
6.	Mode of study	full-time

7.	<b>General information about the module</b>	
<b>Module name</b>		<b>Creative writing workshops</b>
Module code		01-KC-S1-WKP
Number of the ECTS credits		2
Language of instruction		Polish
Purpose and description of the content of education		Celem zajęć jest zdobycie zarówno teoretycznej, jak i praktycznej wiedzy na temat różnych typów wypowiedzi pisemnej (tzw. creativewriting). Forma warsztatów ma przygotować studentów/studentki do samodzielnego pisania tekstów literackich, krytycznoliterackich i eseistycznych, a także innych form użytkowych funkcjonujących w obszarze reklamy, marketingu, prasy, mediów społecznościowych oraz internetu (m.in. copywriting). W trakcie zajęć rozwijane będą umiejętności w zakresie poprawności językowo-stylistycznej, prawidłowej architektury tekstu, a także pozyskiwania i zdobywania informacji oraz ich selekcji. Osoby studiujące po zakończeniu kursu będą umiały tworzyć komunikatywne teksty pisane z użyciem różnych stylów wypowiedzi o wybranych celach i funkcjach, mając świadomość własnych umiejętności w zakresie tworzenia wypowiedzi pisemnych i dążąc do ich udoskonalenia.
List of modules that must be completed before starting this module (if necessary)		not applicable

8.	<b>Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)	
WKP_1	posiada wiedzę na temat różnych typów wypowiedzi w działaniach komunikacyjnych	KC_W02	4	
WKP_2	potrafi zdobywać wiedzę w zakresie pragmatycznych aspektów zastosowania języka, a także ma świadomość zróżnicowania języka oraz stylów funkcjonalnych polszczyzny. Potrafi dopasować język tekstu do osiągnięcia zamierzonego celu komunikacyjnego	KC_W03	5	
WKP_3	wykorzystuje wiedzę na temat odbiorców działań komunikacyjnych oraz potrafi diagnozować ich potrzeby w komunikacji tradycyjnej i cyfrowej	KC_U01	4	
WKP_4	posiada umiejętność aktualizacji wiedzy na temat współczesnych trendów w komunikacji cyfrowej	KC_U09	3	
WKP_5	rozumie i docenia znaczenie uczciwości intelektualnej w działaniach własnych i innych osób; postępuje etycznie i odpowiedzialnie	KC_K04	3	

9. Methods of conducting classes		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
WKP_Wr	workshop	30	course work	WKP_1, WKP_2, WKP_3, WKP_4, WKP_5	a05, b04

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

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6.	Mode of study	full-time

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Critical text analysis</b>
Module code	01-KC-S1-KAT
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	Celem modułu jest wyposażenie osób studiujących w wiedzę w zakresie krytycznej analizy tekstów, które pojawiają się we współczesnych mediach (głównie w mediach cyfrowych). W praktycznym wymiarze kurs zmierza do rozwinięcia umiejętności wolnego od stereotypów i ideologii, świadomego, obiektywnego i refleksyjnego odbioru treści komunikatów medialnych oraz zdolności zastosowania krytycznego myślenia do analizy współczesnych problemów cywilizacyjnych, społecznych i kulturowych. Zajęcia obejmować będą m.in. analizę strategii językowych stosowanych w wybranych dyskursach obecnych we współczesnej przestrzeni publicznej oraz komunikatów, które są przykładami takich zjawisk społecznych jak m.in. mowa nienawiści, cyberprzemoc, hejting czy fake news. Student/ka zapoznaje się także z dyskursywnymi mechanizmami dezinformacji, wykluczania, dyskryminacji czy skandalizacji w mediach. Ponadto zadaniem modułu jest nabycie przez osoby studiujące praktycznych umiejętności poszukiwania alternatywnych źródeł informacji, konfrontowania ich ze sobą oraz oceny ich wiarygodności.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
KAT_1	zna metody i techniki pozyskiwania i analizy danych w komunikacji medialnej oraz sposoby ich ewaluacji	KC_W03	4
KAT_2	zna cechy odbiorców tekstów medialnych, w szczególności publikowanych w mediach cyfrowych	KC_W04	3
KAT_3	potrafi wykorzystywać wiedzę dotyczącą odbiorców tekstów publikowanych we współczesnych mediach	KC_U01	3
KAT_4	potrafi dopasować dyskursywną strategię językową do sytuacji komunikacyjnej	KC_U07	4
KAT_5	jest gotów_a do krytycznej oceny posiadanej wiedzy i odbieranych treści, jakie pojawiają się we współczesnych mediach (głównie w mediach cyfrowych)	KC_K01	5

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps</i>

		<i>specified by the person teaching the course</i>
b04	Problem-solving methods	<p>Activating method – discussion / debate  <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i></p>

<b>10. Forms of teaching</b>					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
KAT_C	practical classes	30	course work	KAT_1, KAT_2, KAT_3, KAT_4, KAT_5	a05, b04

<b>11. The student's work, apart from participation in classes, includes in particular:</b>			
Code	Category	Name (description)	Is it part of the BUNA?
a02	Preparation for classes	<p>Literature reading / analysis of source materials  <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i></p>	Yes
a03	Preparation for classes	<p>Developing practical skills  <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i></p>	Yes
b01	Consulting the curriculum and the organization of classes	<p>Getting acquainted with the syllabus content  <i>reading through the syllabus and getting acquainted with its content</i></p>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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.	<b>General information about the module</b>	
<b>Module name</b>		<b>Digital audiovisual techniques</b>
Module code		01-KC-S1-CTA
Number of the ECTS credits		3
Language of instruction		Polish
Purpose and description of the content of education		<p>Celem modułu jest przedstawienie teorii oraz praktycznych wiadomości z zakresu:</p> <ul style="list-style-type: none"> <li>- podstaw fizycznych akustyki i zjawisk optycznych,</li> <li>- techniki cyfrowej wykorzystywanej w technologiach audiowizualnych,</li> <li>- procesów digitalizacji sygnałów audio/wideo oraz obowiązujących standardów,</li> <li>- aplikacji do obróbki i montażu materiału audio/wideo,</li> <li>- techniki tworzenia i wizualizacji obrazów trójwymiarowych.</li> </ul> <p>W ramach zajęć laboratoryjnych studenci/studentki poznają w praktyce sposoby digitalizacji i przetwarzania sygnałów audio/wideo.</p>
List of modules that must be completed before starting this module (if necessary)		not applicable

8.	<b>Learning outcomes of the module</b>		
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
CTA_1	zna i rozumie teorie zjawisk akustycznych i optycznych, technik cyfrowych wykorzystywanych w digitalizacji i przetwarzania sygnałów audiowizualnych	KC_W03 KC_W05	3 5
CTA_2	ma użytkową wiedzę na temat wykorzystywania nowoczesnych aplikacji w zakresie rejestracji i przetwarzania sygnałów audiowizualnych	KC_U03 KC_W01	3 3
CTA_3	zna zakres posiadanej przez siebie wiedzy i własnych umiejętności, potrafi określić kierunki dalszego uczenia się oraz zrealizować proces samokształcenia się z wykorzystaniem źródeł elektronicznych	KC_K01 KC_U04 KC_U05	4 4 3
CTA_4	rozumie znaczenie nauk technicznych dla rozwoju cywilizacji; dostrzega i docenia rolę oraz znaczenie systemów otwartych i wolnego oprogramowania dla rozwoju społeczeństwa, podejmuje starania propagujące wolne oprogramowanie	KC_K04 KC_W08	4 4

9. Methods of conducting classes		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
d01	Programmed learning methods	Working with a computer <i>e.g., Webquest; implementation of educational tasks using electronic and digital devices, computer programs and Internet applications; the academic teacher acts as a consultant; students' work is carried out step by step according to the plan laid own by the person teaching the course and following his instructions, and proceeds towards producing the indicated results within the set deadline</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
CTA_L	laboratory classes	30	course work	CTA_1, CTA_2, CTA_3, CTA_4	a05, b04, d01

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.



1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Digital content management</b>
Module code	01-KC-S1-ZTC
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	<p>Głównym celem zajęć jest zapoznanie studenta/studentki z koncepcjami marketingu internetowego, zarządzania stronami www i domenami internetowymi, współdzieleniem zawartości cyfrowej czy scentralizowaną zdalną pracą w chmurze obliczeniowej.</p> <p>Przykładowe zagadnienia:</p> <ul style="list-style-type: none"> <li>- praca w chmurze: dysk sieciowy oraz aplikacje Google i Microsoft – Google Analytics,</li> <li>- podstawy marketingu internetowego - promocja w Internecie – pozycjonowanie stron,</li> <li>- optymalizacja wyszukiwania informacji o sobie (firmie, produkcie etc.),</li> <li>- DNS, lokalne serwery www i poczty oraz hosting,</li> <li>- podobieństwa i różnice w wyszukiwarkach, np.: Google, Duckduckgo, Bing, Yahoo, Baidu (Chiny), Nekst.pl (PL),</li> <li>- podobieństwa i różnice w przeglądarkach internetowych, np.: Firefox, Safari, Chromium (Google Chrome, Opera, Vivaldi, SlimJet i Microsoft Edge.), Tor,</li> <li>- optymalizacja kodu HTML i CSS dla różnych przeglądarek i wyszukiwarek.</li> </ul>
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
ZTC_1	zna strukturę i organizację typowych systemów komputerowych, a także ma wiedzę na temat wykorzystywania typowych aplikacji oraz systemów informatycznych do celów użytkowych i komunikacyjnych oraz w zakresie projektowania i rozwoju oprogramowania	KC_W01 KC_W05	5 5
ZTC_2	ma wiedzę w zakresie techniki cyfrowej, w szczególności zna i rozumie pojęcia dotyczące treści cyfrowych, a także ma wiedzę o metodach sztucznej inteligencji	KC_U02 KC_W04	4 5
ZTC_3	ma wiedzę z zakresu zarządzania i prowadzenia działalności gospodarczej, w tym ekonomiczno-marketingowych uwarunkowań działalności redakcji, agencji promocyjnych i jednostek upowszechniania kultury; zna zasady tworzenia i rozwoju form indywidualnej przedsiębiorczości	KC_U02 KC_W08 KC_W09	5 3 4

ZTC_4	potrafi działać w ramach zespołu, jest gotowy do pracy w grupie, przyjmując w niej funkcje zarówno kierownicze, jak i wykonawcze; potrafi odpowiednio zaplanować realizację wskazanego przez siebie lub innych zadania	KC_U08	5
ZTC_5	potrafi myśleć i działać w kategoriach przedsiębiorczości, uwzględniając koszty, efekty ekonomiczne, rachunek zysków i strat, opłacalność, rozwiązania kompromisowe	KC_K03	5

9. Methods of conducting classes		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
d01	Programmed learning methods	Working with a computer <i>e.g., Webquest; implementation of educational tasks using electronic and digital devices, computer programs and Internet applications; the academic teacher acts as a consultant; students' work is carried out step by step according to the plan laid own by the person teaching the course and following his instructions, and proceeds towards producing the indicated results within the set deadline</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
ZTC_L	laboratory classes	30	course work	ZTC_1, ZTC_2, ZTC_3, ZTC_4, ZTC_5	a05, b04, d01

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Digital humanities</b>
Module code	01-KC-S1-HC
Number of the ECTS credits	4
Language of instruction	Polish
Purpose and description of the content of education	Celem modułu jest przedstawienie szerokiego spektrum humanistyki cyfrowej jako nowego podejścia, nie tylko narzędziowego, do zagadnień humanistycznych. W trakcie zajęć osoby studiujące zapoznają się z pojęciami, koncepcjami, a także narzędziami cyfrowymi właściwymi różnym dyscyplinom humanistycznym. Poznają np. korpusy językowe, wybrane narzędzia oferowane przez CLARIN-PL, słowniki elektroniczne, biblioteki cyfrowe i repozytoria, archiwa społeczne, przykłady literatury cyfrowej, wybrane cyfrowe projekty historyków czy kulturoznawców. Ważnym celem tego modułu jest również wykształcenie umiejętności krytycznej oceny narzędzi cyfrowych oraz umiejętności właściwego ich doboru do typu badań. Poruszane będą również zagadnienia komunikacji naukowej w dobie cyfrowości (open access, nowe metody upowszechniania badań naukowych).
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
HC_1	ma zaawansowaną wiedzę i zna terminologię z zakresu humanistyki cyfrowej oraz rozumie wzajemne relacje między naukami humanistycznymi i ścisłymi	KC_W01	4
HC_2	zna metody i techniki pozyskiwania i analizy danych za pomocą narzędzi cyfrowych wykorzystywanych w humanistyce	KC_W03	3
HC_3	zna metody i procedury wykorzystywane w humanistyce cyfrowej w działalności instytucji medialnych i związanych z upowszechnianiem kultury	KC_W07	4
HC_4	potrafi wyszukiwać potrzebne wiadomości za pomocą narzędzi cyfrowych i umie je selekcjonować, analizować oraz interpretować	KC_U04	4
HC_5	jest gotów_a do krytycznej oceny treści pozyskiwanych za pomocą narzędzi właściwych humanistyce cyfrowej	KC_K01	5

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a01	Lecture methods / expository methods	Formal lecture/ course-related lecture

		<i>a systematic course of study involving a synthetic presentation of an academic discipline; its implementation assumes a passive reception of the information provided</i>
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
d01	Programmed learning methods	Working with a computer <i>e.g., Webquest; implementation of educational tasks using electronic and digital devices, computer programs and Internet applications; the academic teacher acts as a consultant; students' work is carried out step by step according to the plan laid own by the person teaching the course and following his instructions, and proceeds towards producing the indicated results within the set deadline</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
HC_C	practical classes	30	course work	HC_4, HC_5	a05, b04, d01
HC_W	lecture	15	exam	HC_1, HC_2, HC_3	a01

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	Yes
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Diploma seminar 1</b>
Module code	01-KC-S1-SD1
Number of the ECTS credits	5
Language of instruction	Polish
Purpose and description of the content of education	<p>Moduł seminarium dyplomowe I stanowi pierwszą część cyklu seminarium poświęconego przygotowaniu pracy dyplomowej w formie projektu dyplomowego. Przez projekt licencjacki rozumie się opracowane zespołowo zadania na określony temat i w zakresie obranej metodologii, której zastosowanie prowadzi do wymiernego efektu praktycznego, potwierdzającego nabycie umiejętności właściwych dla kierunku komunikacja cyfrowa. Projekt ma charakter interdyscyplinarny. Temat, zakres oraz wielkość zespołu przygotowującego projekt licencjacki uzgadniany jest z promotorem. Projekt licencjacki powinien składać się z dwóch części:</p> <p>a. prezentacji efektów działań praktycznych lub ich dokumentacji;</p> <p>b. części opisowo-krytycznej obejmującej charakterystykę podjętych działań i zastosowaną metodologię projektu.</p>
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
SD1_1	ma wiedzę na temat projektowania i prowadzenia badań w nauce o komunikacji cyfrowej, w szczególności o problemach badawczych, metodach, technikach i narzędziach badawczych	KC_W01	4
SD1_2	zna wybrane metodyki projektowe oraz podstawy prawne zarządzania projektami, potrafi wiedzę w tym zakresie zastosować w praktyce, realizując projekt o charakterze interdyscyplinarnym	KC_W08	4
SD1_3	potrafi myśleć w sposób przedsiębiorczy i wykorzystać do tego działania projektowe	KC_W09	3
SD1_4	potrafi wyszukiwać potrzebne wiadomości w źródłach różnego typu, potrafi ocenić jakość źródła, krytycznie podchodzi do treści ze źródeł niepewnych. Potrafi selekcjonować pozyskane treści, a następnie je analizować, interpretować, integrować i oceniać, a także formułować na tej podstawie krytyczne sądy	KC_U04	5
SD1_5	potrafi działać w ramach zespołu, przyjmując w nim różne role; potrafi odpowiednio zaplanować realizację wskazanego przez siebie lub innych zadania	KC_U08	5
SD1_6	wykorzystując właściwe teorie badawcze, metody analizy i prawidłowo zgromadzony materiał przygotowuje projekt dyplomowy, z zachowaniem zasad etycznych	KC_K01 KC_K04	5 5

9. Methods of conducting classes		
Code	Category	Name (description)
b05	Problem-solving methods	Activating method – seminar / proseminar <i>a seminar method; usually an oral presentation of a previously studied/diagnosed problem delivered on a forum; it aims at provoking a discussion concerning the results of research work; a type of conference, course or training session modelled on seminar classes</i>
b08	Problem-solving methods	Activating method – peer learning <i>learning through the exchange of knowledge in a group/team/pair of students, i.e., in the so-called learning cell; a kind of mutual learning; an approach focused on student activity under the guidance of the person teaching the course; a learning situation where students with a similar level of experience learn from one another</i>
f02	Methods of self-learning	Individual work with a text <i>searching for and acquiring new information using textbooks and other written sources (including their digital versions); searching for texts, selecting fragments for analysis/interpretation, using other texts to solve a problem related to the studied issue</i>
f03	Methods of self-learning	Conceptual work <i>a (mainly intellectual) activity carried out independently (or in a selected group) resulting in the creation of a concept, idea or project; creating a plan based on a vision; developing a general outline of a project; producing a simplified sketch of the variant versions of a procedure/product/work</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
SD1_S	seminar	30	course work	SD1_1, SD1_2, SD1_3, SD1_4, SD1_5, SD1_6	b05, b08, f02, f03

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Diploma seminar 2</b>
Module code	01-KC-S1-SD2
Number of the ECTS credits	18
Language of instruction	Polish
Purpose and description of the content of education	Moduł seminarium dyplomowe II stanowi drugą część cyklu seminarium poświęconego przygotowaniu pracy dyplomowej w formie projektu dyplomowego – osoby studiujące doskonalą swój projekt oraz przygotowują prezentację efektów działań praktycznych lub ich dokumentacji, a także części opisowo-krytycznej obejmującej charakterystykę podjętych działań i zastosowaną metodologię projektu.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
SD2_1	ma wiedzę na temat projektowania i prowadzenia badań w nauce o komunikacji cyfrowej, w szczególności o problemach badawczych, metodach, technikach i narzędziach badawczych	KC_W01	4
SD2_2	zna wybrane metodyki projektowe, potrafi wiedzę w tym zakresie zastosować w praktyce, realizując projekt o charakterze interdyscyplinarnym	KC_W08	5
SD2_3	potrafi myśleć w sposób przedsiębiorczy i wykorzystać do tego działania projektowe	KC_W09	4
SD2_4	potrafi wyszukiwać potrzebne wiadomości w źródłach różnego typu, potrafi ocenić jakość źródła, krytycznie podchodzi do treści ze źródeł niepewnych. Potrafi selekcjonować pozyskane treści, a następnie je analizować, interpretować, integrować i oceniać, a także formułować na tej podstawie krytyczne sądy	KC_U04	5
SD2_5	potrafi działać w ramach zespołu, przyjmując w niej różne role; potrafi odpowiednio zaplanować realizację wskazanego przez siebie lub innych zadania	KC_U08	5
SD2_6	wykorzystując właściwe teorie badawcze, metody analizy i prawidłowo zgromadzony materiał przygotowuje projekt dyplomowy , z zachowaniem zasad etycznych	KC_K01 KC_K04	5 5

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
b05	Problem-solving methods	Activating method – seminar / proseminar

		<i>a seminar method; usually an oral presentation of a previously studied/diagnosed problem delivered on a forum; it aims at provoking a discussion concerning the results of research work; a type of conference, course or training session modelled on seminar classes</i>
f03	Methods of self-learning	Conceptual work <i>a (mainly intellectual) activity carried out independently (or in a selected group) resulting in the creation of a concept, idea or project; creating a plan based on a vision; developing a general outline of a project; producing a simplified sketch of the variant versions of a procedure/product/work</i>

**10. Forms of teaching**

Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
SD2_S	seminar	30	exam	SD2_1, SD2_2, SD2_3, SD2_4, SD2_5, SD2_6	b05, f03

**11. The student's work, apart from participation in classes, includes in particular:**

Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No
c03	Preparation for verification of learning outcomes	Implementation of an individual or group assignment necessary for course/phase/ examination completion <i>a set of activities aimed at performing an assigned task, to be executed out of class, as an obligatory phase/element of the verification of the learning outcomes assigned to the course</i>	Yes
d03	Consulting the results of the verification of learning outcomes	Review of internship documentation <i>an analysis of the portfolio of documentation obtained during internship, including professional internship, and other practical classes and studio sessions, as well as the documentation developed in order to obtain credit for such classes; verification of the description, necessary attachments, opinions and grades before submitting the portfolio for acceptance</i>	Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.



1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Diversity of the communication space</b>
Module code	01-KC-S1-ZPK
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	Moduł obejmuje zagadnienia związane ze stylistycznym, terytorialnym, zawodowym i dyskursywnym zróżnicowaniem języka. Ważnym elementem cyklu będzie zapoznanie osób w nim uczestniczących z najważniejszymi koncepcjami lingwistycznymi i psychologicznymi dotyczącymi odmian języka oraz stylów komunikacji. W trakcie cyklu osoby studiujące zdobędą umiejętności w zakresie rozpoznawania i opisywania wybranych odmian języka; poznają również pojęcia i zjawiska dotyczące funkcjonowania w przestrzeni komunikacyjnej różnych typów dyskursów oraz zdobędą wiedzę na temat założeń projektowania uniwersalnego (Universal Design). W praktycznym wymiarze moduł pozwala na zdobycie wiedzy i umiejętności pozwalających na skuteczną komunikację z różnorodnymi grupami odbiorców podczas działalności zawodowej, społecznej i kulturalnej.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
ZPK_1	ma wiedzę i zna terminologię z zakresu stylowego, terytorialnego, środowiskowego i dyskursywnego zróżnicowania języka i komunikacji	KC_W01	4
ZPK_2	rozumie warunkujące komunikację z różnorodnymi grupami odbiorców zasady społecznego funkcjonowania człowieka	KC_W02	3
ZPK_3	potrafi wykorzystywać pragmatyczne aspekty zastosowania języka, a w szczególności wybrane strategie dyskursywne, w działalności kulturalnej, medialnej i biznesowej	KC_U01	4
ZPK_4	potrafi dopasować język tekstu do sytuacji komunikacyjnej dzięki właściwej identyfikacji językowej oraz diagnozie potrzeb odbiorców wynikającej z ich uczestnictwa w wybranej wspólnotie dyskursywnej	KC_U07	4
ZPK_5	charakteryzuje się postawami prospołecznymi, dostrzegając i doceniając rolę zróżnicowania współczesnej przestrzeni komunikacyjnej	KC_K04	3

9. Methods of conducting classes		
Code	Category	Name (description)
a01	Lecture methods / expository methods	Formal lecture/ course-related lecture <i>a systematic course of study involving a synthetic presentation of an academic discipline; its implementation assumes a passive reception of the information provided</i>
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
ZPK_C	practical classes	15	course work	ZPK_3, ZPK_4, ZPK_5	a05, b04
ZPK_W	lecture	15	course work	ZPK_1, ZPK_2	a01

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	Yes
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Errors and barriers in communication</b>
Module code	01-KC-S1-BBK
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	Celem modułu jest wyposażenie osób studiujących w praktyczną wiedzę na temat przyczyn i skutków występowania zaburzeń w komunikacji interpersonalnej. W ramach cyklu zaprezentowane zostaną zagadnienia związane z wpływem różnic w zakresie percepcji na proces komunikowania się. Student/ka pozna także typy barier i zakłóceń w komunikacji (bariery semantyczne, psychologiczne, środowiskowe i fizyczne). Z uwagi na praktyczny charakter cyklu ważnym jego celem będzie także nabycie przez studentów/studentki umiejętności negocjacji i rozwiązywania konfliktów. Moduł obejmuje zatem zajęcia ze sztuki negocjacji i rozwiązywania konfliktów oraz zajęcia z zakresu typologii zakłóceń i barier w komunikacji interpersonalnej.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
BBK_1	ma wiedzę z zakresu barier i zakłóceń w komunikacji interpersonalnej	KC_W02	5
BBK_2	rozumie fundamentalne dylematy współczesnej cywilizacji dotyczące konfliktów i zaburzeń w zakresie komunikacji interpersonalnej	KC_W04	4
BBK_3	potrafi wykorzystywać wiedzę dotyczącą odbiorców działań komunikacyjnych w celu rozwiązywania konfliktów i łagodzenia zaburzeń w komunikacji interpersonalnej	KC_U01	4
BBK_4	potrafi aktualizować wiedzę na temat współczesnych trendów w komunikacji cyfrowej w kontekście przyczyn i skutków występowania w niej zaburzeń	KC_U09	4
BBK_5	jest gotów_a do krytycznej oceny posiadanej wiedzy i odbieranych treści oraz uznania wiedzy eksperckiej w rozwiązywaniu problemów z zakresu komunikacji interpersonalnej	KC_K01	2

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification

		<i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	<p>Activating method – discussion / debate</p> <p><i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i></p>

<b>10. Forms of teaching</b>					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
BBK_C	practical classes	30	course work	BBK_1, BBK_2, BBK_3, BBK_4, BBK_5	a05, b04

<b>11. The student's work, apart from participation in classes, includes in particular:</b>			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	<p>Developing practical skills</p> <p><i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i></p>	Yes
b01	Consulting the curriculum and the organization of classes	<p>Getting acquainted with the syllabus content</p> <p><i>reading through the syllabus and getting acquainted with its content</i></p>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Foreign language course 1</b>
Module code	LJO-2023-01
Number of the ECTS credits	3
Language of instruction	
Purpose and description of the content of education	The module aims to develop communicative language competences and to stimulate the acquisition of skills in oral and written language reception and production as well as in language interaction and mediation, taking into account different varieties and registers of the foreign language and the necessary language strategies. The module develops the ability to learn, to independently search for and select information and sources of knowledge, and to work in a team. The main emphasis is placed on strengthening the skills of effective communication with others and the fluent use of foreign language in social, educational or professional contacts in accordance with the criteria laid out in the Common European Framework of Reference for Languages (CEFR).
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
LJO1_1	Can, following the teacher's instructions, use his/her general knowledge in order to develop and practice the listening, reading, writing and speaking skills in a foreign language, can formulate clearly and correctly, moderately complex oral and written texts on various topics, effectively and properly using the relevant vocabulary and rules for the organization of statements, in accordance in accordance with the criteria laid out in the Common European Framework of Reference for Languages (CEFR).	KJ.2023_U	2
LJO1_2	Can search, collect and make use of general information contained in foreign texts of various levels of difficulty, can present their opinions using correct language constructions.	KJ.2023_U	2
LJO1_3	Can, following general instructions, properly select sources and general information needed to learn a foreign language.	KJ.2023_U	2

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a03	Lecture methods / expository methods	Description <i>a description of objects, phenomena, processes or people; it involves specifying the structure and characteristic features of the object, phenomenon, or process being described; it is usually accompanied by a demonstration of the described object</i>

		<i>or by its models, drawings, tables, charts, etc.; a description may take the form of an explanation, classification, justification or comparison</i>
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b06	Problem-solving methods	Activating method – staged drama/drama <i>experiential learning; solving a problem by acting out a role; a.k.a. a role-playing method; role-players interpret their roles in an individual way; the identification with the role is achieved through the activation of the senses, imagination and speech, the stimulation of gesture and movement, etc.; the aim of drama is to experience situations, problems and events mediated by the role; staged drama is a role-playing method enriched with props and stage scenery illustrating a theme</i>
c02	Demonstration methods	Video show <i>reproducing a film or video material in its entirety or in fragments in order to illustrate the content taught in class, to submit it to analysis and evaluation or to use it as an exercise in image perception; a film/video can be a work of art, an illustration (also technical illustration) of a content/phenomenon/object, a private record of an action, a media image, etc.</i>
c03	Demonstration methods	Audio playback / audio drama <i>preparation and reproduction of sound material (audio recording) in its entirety or in fragments in order to illustrate the content taught in class, to submit it to analysis and evaluation or to use it as a method of sound perception, including the appreciation of a musical piece, an artistic audio drama, an oral presentation of an artistic or scientific text as well as a media text; analysis of the sound material recorded on a carrier with a view to studying a sound-related phenomenon</i>
c06	Demonstration methods	Demonstration-imitation <i>a presentation of a model way of performing specific activities accompanied by a commentary; it aims at triggering imitation activities in an individual or in a group of participants observing the activities of the person teaching the course until the right habit is formed through regular exercise; the demonstration-imitation method is combined with a physical practice of activities/behaviours</i>
c07	Demonstration methods	Screen presentation <i>a presentation of synthetic image content using computer graphics, e.g., a series of slides or other multimedia forms, usually accompanied by a commentary; typical components of a screen presentation include text organized into bulleted points, charts, images and animations, sometimes sound effects or music; a multimedia illustration of course content presented in the form of a projected image</i>
d02	Programmed learning methods	Working with a programmed textbook <i>working with a textbook containing instructional material covering part of or the entire curriculum of the module as well as a formula for studying the content; includes working with a subject textbook, an atlas, a catalogue, a problem book, etc.</i>
d03	Programmed learning methods	Working with another teaching tool <i>e.g. using websites in any way or according to the rules set by the teacher; or making use of other subject-specific tools</i>
d04	Programmed learning methods	Reconstruction / reproduction <i>proceeding according to the indicated/displayed pattern/model; e.g., the reconstruction of a structure, model, image, etc.</i>
e07	Practical methods	Simulation <i>an indirect method; imitating reality in order to gain experience approximating a real one; recreating a real-world situation so that its participant can acquire an experience close to the authentic one; work on "replacement" material</i>
f01	Methods of self-learning	Self-education <i>a method which involves independent acquisition of knowledge, skills and social competences, extending their scope and quality; complementary to the learning process taking place in class; taking on the task of developing and adjusting qualifications on one's own; self-study</i>
f02	Methods of self-learning	Individual work with a text

		searching for and acquiring new information using textbooks and other written sources (including their digital versions); searching for texts, selecting fragments for analysis/interpretation, using other texts to solve a problem related to the studied issue
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10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
LJO1_lekt	language classes	30	course work	LJO1_1, LJO1_2, LJO1_3	a03, a05, b06, c02, c03, c06, c07, d02, d03, d04, e07, f01, f02

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a01	Preparation for classes	Search for materials and review activities necessary for class participation <i>reviewing literature, documentation, tools and materials as well as the specifics of the syllabus and the range of activities indicated in it as required for full participation in classes</i>	No
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	No
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	No
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>	Yes
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class <i>exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class</i>	No
d01	Consulting the results of the verification of learning outcomes	Analysis of the corrective feedback provided by the academic teacher on the results of the verification of learning outcomes <i>reading through the academic teacher's comments, assessments and opinions on the implementation of the task aimed at checking the level of the achieved learning outcomes</i>	Yes
d02	Consulting the results of the verification of learning outcomes	Development of a corrective action plan as well as supplementary/corrective tasks <i>reviewing and selecting tasks and activities enabling the elimination of errors indicated by the academic teacher, their verification or correction resulting in completing the task with at least the minimum passing grade</i>	Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Foreign language course 2</b>
Module code	LJO-2023-02
Number of the ECTS credits	3
Language of instruction	
Purpose and description of the content of education	The module aims to develop communicative language competences and to stimulate the acquisition of skills in oral and written language reception and production as well as in language interaction and mediation, taking into account different varieties and registers of the foreign language and the necessary language strategies. The module develops the ability to learn, to independently search for and select information and sources of knowledge, and to work in a team. The main emphasis is placed on strengthening the skills of effective communication with others and the fluent use of foreign language in social, educational or professional contacts in accordance with the criteria laid out in the Common European Framework of Reference for Languages (CEFR).
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
LJO2_1	Can effectively use the possessed detailed knowledge in order to develop and practice the listening, reading, writing and speaking skills in a foreign language, can formulate clear and correct more complex oral and written texts on various topics, effectively and properly using the relevant vocabulary, rules of text organization, in accordance in accordance with the criteria laid out in the Common European Framework of Reference for Languages (CEFR).	KJ.2023_U	2
LJO2_2	Can search, analyse, evaluate and make use of specific information contained in foreign texts of more complex difficulty on topics specified in the module syllabus.	KJ.2023_U	2
LJO2_3	Can, to some extent independently, select the appropriate sources, specific information and tools for learning a foreign language and formulate his/her own opinions in a foreign language.	KJ.2023_U	2

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a03	Lecture methods / expository methods	Description <i>a description of objects, phenomena, processes or people; it involves specifying the structure and characteristic features of the object, phenomenon, or process being described; it is usually accompanied by a demonstration of the described object</i>



		<i>or by its models, drawings, tables, charts, etc.; a description may take the form of an explanation, classification, justification or comparison</i>
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b06	Problem-solving methods	Activating method – staged drama/drama <i>experiential learning; solving a problem by acting out a role; a.k.a. a role-playing method; role-players interpret their roles in an individual way; the identification with the role is achieved through the activation of the senses, imagination and speech, the stimulation of gesture and movement, etc.; the aim of drama is to experience situations, problems and events mediated by the role; staged drama is a role-playing method enriched with props and stage scenery illustrating a theme</i>
c02	Demonstration methods	Video show <i>reproducing a film or video material in its entirety or in fragments in order to illustrate the content taught in class, to submit it to analysis and evaluation or to use it as an exercise in image perception; a film/video can be a work of art, an illustration (also technical illustration) of a content/phenomenon/object, a private record of an action, a media image, etc.</i>
c03	Demonstration methods	Audio playback / audio drama <i>preparation and reproduction of sound material (audio recording) in its entirety or in fragments in order to illustrate the content taught in class, to submit it to analysis and evaluation or to use it as a method of sound perception, including the appreciation of a musical piece, an artistic audio drama, an oral presentation of an artistic or scientific text as well as a media text; analysis of the sound material recorded on a carrier with a view to studying a sound-related phenomenon</i>
c06	Demonstration methods	Demonstration-imitation <i>a presentation of a model way of performing specific activities accompanied by a commentary; it aims at triggering imitation activities in an individual or in a group of participants observing the activities of the person teaching the course until the right habit is formed through regular exercise; the demonstration-imitation method is combined with a physical practice of activities/behaviours</i>
d02	Programmed learning methods	Working with a programmed textbook <i>working with a textbook containing instructional material covering part of or the entire curriculum of the module as well as a formula for studying the content; includes working with a subject textbook, an atlas, a catalogue, a problem book, etc.</i>
d03	Programmed learning methods	Working with another teaching tool <i>e.g. using websites in any way or according to the rules set by the teacher; or making use of other subject-specific tools</i>
d04	Programmed learning methods	Reconstruction / reproduction <i>proceeding according to the indicated/displayed pattern/model; e.g., the reconstruction of a structure, model, image, etc.</i>
e07	Practical methods	Simulation <i>an indirect method; imitating reality in order to gain experience approximating a real one; recreating a real-world situation so that its participant can acquire an experience close to the authentic one; work on “replacement” material</i>
f01	Methods of self-learning	Self-education <i>a method which involves independent acquisition of knowledge, skills and social competences, extending their scope and quality; complementary to the learning process taking place in class; taking on the task of developing and adjusting qualifications on one’s own; self-study</i>
f02	Methods of self-learning	Individual work with a text <i>searching for and acquiring new information using textbooks and other written sources (including their digital versions); searching for texts, selecting fragments for analysis/interpretation, using other texts to solve a problem related to the studied issue</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
LJO2_lekt	language classes	30	course work	LJO2_1, LJO2_2, LJO2_3	a03, a05, b06, c02, c03, c06, d02, d03, d04, e07, f01, f02

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a01	Preparation for classes	Search for materials and review activities necessary for class participation <i>reviewing literature, documentation, tools and materials as well as the specifics of the syllabus and the range of activities indicated in it as required for full participation in classes</i>	No
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	No
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	No
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>	Yes
d01	Consulting the results of the verification of learning outcomes	Analysis of the corrective feedback provided by the academic teacher on the results of the verification of learning outcomes <i>reading through the academic teacher's comments, assessments and opinions on the implementation of the task aimed at checking the level of the achieved learning outcomes</i>	Yes
d02	Consulting the results of the verification of learning outcomes	Development of a corrective action plan as well as supplementary/corrective tasks <i>reviewing and selecting tasks and activities enabling the elimination of errors indicated by the academic teacher, their verification or correction resulting in completing the task with at least the minimum passing grade</i>	Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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.	<b>General information about the module</b>	
<b>Module name</b>		<b>Foreign language course 3</b>
Module code		LJO-2023-03
Number of the ECTS credits		3
Language of instruction		
Purpose and description of the content of education		The module aims to develop communicative language competences and to stimulate the acquisition of skills in oral and written language reception and production as well as in language interaction and mediation, taking into account different varieties and registers of the foreign language and the necessary language strategies. The module develops the ability to learn, to independently search for and select information and sources of knowledge, and to work in a team. The main emphasis is placed on strengthening the skills of effective communication with others and the fluent use of foreign language in social, educational or professional contacts in accordance with the criteria laid out in the Common European Framework of Reference for Languages (CEFR).
List of modules that must be completed before starting this module (if necessary)		not applicable

8.	<b>Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)	
LJO3_1	Can independently use the acquired knowledge in order to develop and practice listening comprehension, reading, writing and speaking skills in a foreign language at an appropriate level.	KJ.2023_U	3	
LJO3_2	Can effectively search, select, synthesize and use information contained in foreign texts of varying levels of difficulty on topics specified in the syllabus of the module.	KJ.2023_U	3	
LJO3_3	Can communicate in a foreign language in speech and writing, producing texts on the topics specified in the module syllabus using various communication channels and techniques, can participate in a debate, present his/her own and other people's positions and discuss them in a foreign language.	KJ.2023_U	3	

9.	<b>Methods of conducting classes</b>		
Code	Category	Name (description)	
a03	Lecture methods / expository methods	Description <i>a description of objects, phenomena, processes or people; it involves specifying the structure and characteristic features of the object, phenomenon, or process being described; it is usually accompanied by a demonstration of the described object or by its models, drawings, tables, charts, etc.; a description may take the form of an explanation, classification, justification or comparison</i>	

a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b06	Problem-solving methods	Activating method – staged drama/drama <i>experiential learning; solving a problem by acting out a role; a.k.a. a role-playing method; role-players interpret their roles in an individual way; the identification with the role is achieved through the activation of the senses, imagination and speech, the stimulation of gesture and movement, etc.; the aim of drama is to experience situations, problems and events mediated by the role; staged drama is a role-playing method enriched with props and stage scenery illustrating a theme</i>
c02	Demonstration methods	Video show <i>reproducing a film or video material in its entirety or in fragments in order to illustrate the content taught in class, to submit it to analysis and evaluation or to use it as an exercise in image perception; a film/video can be a work of art, an illustration (also technical illustration) of a content/phenomenon/object, a private record of an action, a media image, etc.</i>
c03	Demonstration methods	Audio playback / audio drama <i>preparation and reproduction of sound material (audio recording) in its entirety or in fragments in order to illustrate the content taught in class, to submit it to analysis and evaluation or to use it as a method of sound perception, including the appreciation of a musical piece, an artistic audio drama, an oral presentation of an artistic or scientific text as well as a media text; analysis of the sound material recorded on a carrier with a view to studying a sound-related phenomenon</i>
c06	Demonstration methods	Demonstration-imitation <i>a presentation of a model way of performing specific activities accompanied by a commentary; it aims at triggering imitation activities in an individual or in a group of participants observing the activities of the person teaching the course until the right habit is formed through regular exercise; the demonstration-imitation method is combined with a physical practice of activities/behaviours</i>
d02	Programmed learning methods	Working with a programmed textbook <i>working with a textbook containing instructional material covering part of or the entire curriculum of the module as well as a formula for studying the content; includes working with a subject textbook, an atlas, a catalogue, a problem book, etc.</i>
d03	Programmed learning methods	Working with another teaching tool <i>e.g. using websites in any way or according to the rules set by the teacher; or making use of other subject-specific tools</i>
d04	Programmed learning methods	Reconstruction / reproduction <i>proceeding according to the indicated/displayed pattern/model; e.g., the reconstruction of a structure, model, image, etc.</i>
e07	Practical methods	Simulation <i>an indirect method; imitating reality in order to gain experience approximating a real one; recreating a real-world situation so that its participant can acquire an experience close to the authentic one; work on “replacement” material</i>
f01	Methods of self-learning	Self-education <i>a method which involves independent acquisition of knowledge, skills and social competences, extending their scope and quality; complementary to the learning process taking place in class; taking on the task of developing and adjusting qualifications on one’s own; self-study</i>
f02	Methods of self-learning	Individual work with a text <i>searching for and acquiring new information using textbooks and other written sources (including their digital versions); searching for texts, selecting fragments for analysis/interpretation, using other texts to solve a problem related to the studied issue</i>

**10. Forms of teaching**

Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
LJO3_lekt	language classes	30	course work	LJO3_1, LJO3_2, LJO3_3	a03, a05, b06, c02, c03, c06,

				d02, d03, d04, e07, f01, f02
<b>11. The student's work, apart from participation in classes, includes in particular:</b>				
Code	Category	Name (description)	Is it part of the BUNA?	
a01	Preparation for classes	Search for materials and review activities necessary for class participation <i>reviewing literature, documentation, tools and materials as well as the specifics of the syllabus and the range of activities indicated in it as required for full participation in classes</i>	No	
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	No	
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	No	
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	Yes	
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>	Yes	
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class <i>exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class</i>	No	
d01	Consulting the results of the verification of learning outcomes	Analysis of the corrective feedback provided by the academic teacher on the results of the verification of learning outcomes <i>reading through the academic teacher's comments, assessments and opinions on the implementation of the task aimed at checking the level of the achieved learning outcomes</i>	Yes	
d02	Consulting the results of the verification of learning outcomes	Development of a corrective action plan as well as supplementary/corrective tasks <i>reviewing and selecting tasks and activities enabling the elimination of errors indicated by the academic teacher, their verification or correction resulting in completing the task with at least the minimum passing grade</i>	Yes	

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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.	<b>General information about the module</b>	
<b>Module name</b>		<b>Foreign language course 4</b>
Module code		LJO-2023-04
Number of the ECTS credits		3
Language of instruction		
Purpose and description of the content of education		The module aims to develop communicative language competences and to stimulate the acquisition of skills in oral and written language reception and production as well as in language interaction and mediation, taking into account different varieties and registers of the foreign language and the necessary language strategies. The module develops the ability to learn, to independently search for and select information and sources of knowledge, and to work in a team. The main emphasis is placed on strengthening the skills of effective communication with others and the fluent use of foreign language in social, educational or professional contacts in accordance with the criteria laid out in the Common European Framework of Reference for Languages (CEFR).
List of modules that must be completed before starting this module (if necessary)		not applicable

8.	<b>Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)	
LJO4_1	Can effectively formulate complex problems in a foreign language, including those related to the field of study in order to practice listening, reading, writing and speaking skills in a foreign language.	KJ.2023_U	3	
LJO4_2	Can independently search, analyze, evaluate, select, synthesize and use general and specific information contained in foreign texts of varying complexity.	KJ.2023_U	3	
LJO4_3	Has the ability to understand, reproduce and create various types of written and oral texts that require advanced systemic knowledge of a foreign language, including specialist knowledge, using grammatical structures and vocabulary, specified in the syllabus of the module. Can use a foreign language at B2 level or higher (or lower, as specified in the syllabus, depending on the language and the level of the group chosen by a student who already has proof of his/her competence in one foreign language at B2 level) in accordance with the Common European Framework of Reference for Languages (CEFR) ) using various communication channels and techniques to the extent appropriate for a given area of knowledge.	KJ.2023_U	3	

9. Methods of conducting classes		
Code	Category	Name (description)
a03	Lecture methods / expository methods	Description <i>a description of objects, phenomena, processes or people; it involves specifying the structure and characteristic features of the object, phenomenon, or process being described; it is usually accompanied by a demonstration of the described object or by its models, drawings, tables, charts, etc.; a description may take the form of an explanation, classification, justification or comparison</i>
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b06	Problem-solving methods	Activating method – staged drama/drama <i>experiential learning; solving a problem by acting out a role; a.k.a. a role-playing method; role-players interpret their roles in an individual way; the identification with the role is achieved through the activation of the senses, imagination and speech, the stimulation of gesture and movement, etc.; the aim of drama is to experience situations, problems and events mediated by the role; staged drama is a role-playing method enriched with props and stage scenery illustrating a theme</i>
c02	Demonstration methods	Video show <i>reproducing a film or video material in its entirety or in fragments in order to illustrate the content taught in class, to submit it to analysis and evaluation or to use it as an exercise in image perception; a film/video can be a work of art, an illustration (also technical illustration) of a content/phenomenon/object, a private record of an action, a media image, etc.</i>
c03	Demonstration methods	Audio playback / audio drama <i>preparation and reproduction of sound material (audio recording) in its entirety or in fragments in order to illustrate the content taught in class, to submit it to analysis and evaluation or to use it as a method of sound perception, including the appreciation of a musical piece, an artistic audio drama, an oral presentation of an artistic or scientific text as well as a media text; analysis of the sound material recorded on a carrier with a view to studying a sound-related phenomenon</i>
c06	Demonstration methods	Demonstration-imitation <i>a presentation of a model way of performing specific activities accompanied by a commentary; it aims at triggering imitation activities in an individual or in a group of participants observing the activities of the person teaching the course until the right habit is formed through regular exercise; the demonstration-imitation method is combined with a physical practice of activities/behaviours</i>
d02	Programmed learning methods	Working with a programmed textbook <i>working with a textbook containing instructional material covering part of or the entire curriculum of the module as well as a formula for studying the content; includes working with a subject textbook, an atlas, a catalogue, a problem book, etc.</i>
d03	Programmed learning methods	Working with another teaching tool <i>e.g. using websites in any way or according to the rules set by the teacher; or making use of other subject-specific tools</i>
d04	Programmed learning methods	Reconstruction / reproduction <i>proceeding according to the indicated/displayed pattern/model; e.g., the reconstruction of a structure, model, image, etc.</i>
e07	Practical methods	Simulation <i>an indirect method; imitating reality in order to gain experience approximating a real one; recreating a real-world situation so that its participant can acquire an experience close to the authentic one; work on "replacement" material</i>
f01	Methods of self-learning	Self-education <i>a method which involves independent acquisition of knowledge, skills and social competences, extending their scope and quality; complementary to the learning process taking place in class; taking on the task of developing and adjusting qualifications on one's own; self-study</i>
f02	Methods of self-learning	Individual work with a text

		searching for and acquiring new information using textbooks and other written sources (including their digital versions); searching for texts, selecting fragments for analysis/interpretation, using other texts to solve a problem related to the studied issue
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10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
LJO4_lekt	language classes	30	course work	LJO4_1, LJO4_2, LJO4_3	a03, a05, b06, c02, c03, c06, d02, d03, d04, e07, f01, f02

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a01	Preparation for classes	Search for materials and review activities necessary for class participation <i>reviewing literature, documentation, tools and materials as well as the specifics of the syllabus and the range of activities indicated in it as required for full participation in classes</i>	No
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	No
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	No
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>	Yes
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class <i>exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class</i>	No
d01	Consulting the results of the verification of learning outcomes	Analysis of the corrective feedback provided by the academic teacher on the results of the verification of learning outcomes <i>reading through the academic teacher's comments, assessments and opinions on the implementation of the task aimed at checking the level of the achieved learning outcomes</i>	Yes
d02	Consulting the results of the verification of learning outcomes	Development of a corrective action plan as well as supplementary/corrective tasks <i>reviewing and selecting tasks and activities enabling the elimination of errors indicated by the academic teacher, their verification or correction resulting in completing the task with at least the minimum passing grade</i>	Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.



1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Fundraising</b>
Module code	01-KC-S1-FPF
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	Celem modułu jest zapoznanie osób studiujących z procesem zdobywania funduszy poprzez proszenie o wsparcie osób indywidualnych, firm, fundacji dobroczynnych lub instytucji rządowych i samorządowych. Osoby studiujące zapoznają się ze strukturą wniosków grantowych, metodyką projektową oraz z prawnymi i etycznymi uwarunkowaniami fundraisingu.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
FPF_1	ma wiedzę dotyczącą uwarunkowań ekonomicznych i prawnych, związanych z pozyskiwaniem środków na działalność o różnym charakterze	KC_W08	5
FPF_2	posiada dobre umiejętności w zakresie merytorycznego, logicznego i spójnego argumentowania i przedstawienia w formie wniosku o dofinansowanie zgodnie z logiką projektową	KC_U01	5
FPF_3	potrafi dopasować język tekstu do osiągnięcia zamierzonego celu komunikacyjnego (np. przygotowania wniosku o dofinansowanie projektu, kampanii fundraisingowej)	KC_U07	3
FPF_4	potrafi działać w ramach zespołu projektowego; potrafi odpowiednio zaplanować realizację wskazanego przez siebie lub innych zadania	KC_U08	4
FPF_5	potrafi myśleć i działać w kategoriach przedsiębiorczości	KC_K03	3

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate

		<p><i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i></p>
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<b>10. Forms of teaching</b>					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
FPF_C	practical classes	30	course work	FPF_1, FPF_2, FPF_3, FPF_4, FPF_5	a05, b04

<b>11. The student's work, apart from participation in classes, includes in particular:</b>			
Code	Category	Name (description)	Is it part of the BUNA?
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No
c03	Preparation for verification of learning outcomes	Implementation of an individual or group assignment necessary for course/phase/ examination completion <i>a set of activities aimed at performing an assigned task, to be executed out of class, as an obligatory phase/element of the verification of the learning outcomes assigned to the course</i>	Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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.	<b>General information about the module</b>	
<b>Module name</b>		<b>Intercultural communication</b>
Module code		01-KC-S1-KM
Number of the ECTS credits		3
Language of instruction		Polish
Purpose and description of the content of education		W ramach modułu osoby studiujące poznają najważniejsze zagadnienia związane z komunikacją międzykulturową i jej specyfiką (w tym kluczowe teorie oraz terminologię). W zakresie postaw społecznych istotne dla modułu jest kształtowanie świadomości na temat różnorodności kulturowej na świecie (w wymiarze lokalnym i globalnym).
List of modules that must be completed before starting this module (if necessary)		not applicable

8.	<b>Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)	
KM_1	ma wiedzę w zakresie praktycznego zastosowania języka i wiedzy o komunikacji interkulturowej	KC_W01	4	
KM_2	ma wiedzę o człowieku i jego uwarunkowaniach kulturowych	KC_W02	4	
KM_3	ma umiejętności w zakresie przeprowadzenia badań pozwalających na właściwą ocenę potrzeb odbiorców komunikacji interkulturowej	KC_U01	4	
KM_4	potrafi ocenić przydatność metod jakościowych i ilościowych do oceny skuteczności działań kulturowych	KC_U03	3	
KM_5	jest gotów_a do uczestniczenia w życiu społecznym, korzystając z wybranych mediów i różnych form działania, a także do odpowiedzialnego dbania o dziedzictwo kulturowe regionu, kraju, Europy	KC_K02	5	

9.	<b>Methods of conducting classes</b>		
Code	Category	Name (description)	
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>	
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and</i>	

		<i>turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
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<b>10. Forms of teaching</b>					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
KM_C	practical classes	30	course work	KM_1, KM_2, KM_3, KM_4, KM_5	a05, b04

<b>11. The student's work, apart from participation in classes, includes in particular:</b>			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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.	<b>General information about the module</b>	
<b>Module name</b>		<b>Internet of things (IoT)</b>
Module code		01-KC-S1-IR
Number of the ECTS credits		3
Language of instruction		Polish
Purpose and description of the content of education		Celem przedmiotu jest przekazanie wiedzy i umiejętności związanych z budową i funkcjonowaniem bezprzewodowych i przewodowych technologii wymiany danych, które umożliwiają budowanie sieci Internetu Rzeczy. Student/studentka zapozna się z zasadami programowania mikrokontrolerów, a także praktycznymi aspektami wykorzystania inteligentnych czujników oraz elementów wykonawczych w systemach sterowania.
List of modules that must be completed before starting this module (if necessary)		not applicable

8.	<b>Learning outcomes of the module</b>		
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
IR_1	ma wiedzę na temat przewodowych i bezprzewodowych protokołów wymiany danych	KC_W01 KC_W03 KC_W05	4 4 4
IR_2	zna i rozumie ograniczenia aplikacji wynikające z zastosowania urządzeń niskiej mocy o zasilaniu bateryjnym	KC_U03 KC_W08	4 5
IR_3	potrafi zaprogramować prosty mikrokontroler	KC_K01 KC_U05 KC_U06	3 5 5
IR_4	potrafi skonstruować, skonfigurować i uruchomić prosty układ zawierający inteligentne czujniki i elementy wykonawcze	KC_K03 KC_U05 KC_U06	3 4 5
IR_5	potrafi pracować w zespole w celu rozwiązania nowych praktycznych problemów	KC_K04 KC_U08	4 4

9. Methods of conducting classes		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
d01	Programmed learning methods	Working with a computer <i>e.g., Webquest; implementation of educational tasks using electronic and digital devices, computer programs and Internet applications; the academic teacher acts as a consultant; students' work is carried out step by step according to the plan laid own by the person teaching the course and following his instructions, and proceeds towards producing the indicated results within the set deadline</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
IR_L	laboratory classes	30	course work	IR_1, IR_2, IR_3, IR_4, IR_5	a05, b04, d01

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Interpersonal communication</b>
Module code	01-KC-S1-KI
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	W czasie zajęć osoby studiujące zdobywają wiedzę i umiejętności z zakresu komunikacji społecznej i międzyludzkiej. Poznają style komunikowania się, zdobywają wiedzę o rodzajach słuchania, komunikacji werbalnej i pozawerbalnej, czynnikach wpływających na prawidłowy kontakt z drugą osobą, zasadach efektywnej komunikacji w grupie oraz wpływie technologii na komunikację międzyludzką.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
KI_1	ma wiedzę o człowieku, jego uwarunkowaniach psychologicznych i zasadach funkcjonowania w społeczeństwie, a także zjawisk społecznych, w tym dotyczących komunikacji międzyludzkiej	KC_W01	4
KI_2	ma świadomość zróżnicowania języka oraz stylów funkcjonalnych, potrafi dopasować język tekstu do osiągnięcia zamierzonego celu komunikacyjnego	KC_W02	5
KI_3	umiejętnie wykorzystuje wiedzę na temat odbiorców działań komunikacyjnych, sposobów ich określania, ich więzi społecznych i językowej identyfikacji oraz potrafi diagnozować potrzeby różnych odbiorców w komunikacji tradycyjnej i cyfrowej	KC_U01	4
KI_4	ma wiedzę w zakresie retoryki i umiejętności perswadowania	KC_U07	3
KI_5	potrafi działać w ramach zespołu, jest gotowy/gotowa do pracy w grupie, przyjmując w niej różne funkcje	KC_U08	4

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate

		<p><i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i></p>
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<b>10. Forms of teaching</b>					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
KI_C	practical classes	30	course work	KI_1, KI_2, KI_3, KI_4, KI_5	a05, b04

<b>11. The student's work, apart from participation in classes, includes in particular:</b>			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	<p>Developing practical skills  <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i></p>	Yes
b01	Consulting the curriculum and the organization of classes	<p>Getting acquainted with the syllabus content  <i>reading through the syllabus and getting acquainted with its content</i></p>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.



1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Introduction to computer science</b>
Module code	01-KC-S1-WI
Number of the ECTS credits	4
Language of instruction	Polish
Purpose and description of the content of education	W ramach modułu studenci/studentki zapoznają się z zasadami pracy z najpopularniejszymi systemami operacyjnymi (Linux, Windows, MacOS). Studenci/studentki nabeżdą umiejętność pracy w trybie tekstowym (CLI), poznają zasady programowania w Shellu, a także wykorzystania wyrażeń regularnych (RE). Osoby studiujące poznają również narzędzia i protokoły środowiska sieciowego: praca zdalna (telnet/ssh), przesyłanie plików (ftp/scp), poczta email oraz www (http/https).
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
WI_1	ma wiedzę teoretyczną dotyczącą technologii informacyjnej i komunikacyjnej (ICT)	KC_W01	4
WI_2	ma wiedzę ogólną dotyczącą budowy i funkcjonowania systemów komputerowych i sieciowych, komputerowego przetwarzania danych, typowego oprogramowania systemowego i użytkowego, możliwych zagrożeń	KC_W05	5
WI_3	potrafi dobrać i wykorzystać narzędzia systemowe do rozwiązywania typowych problemów informatycznych	KC_K01	4
		KC_U05	4
WI_4	potrafi zautomatyzować typowe zadania informatyczne z wykorzystaniem programowania w odpowiednim języku powłoki	KC_U06	5
WI_5	zna zalety i znaczenie używania otwartego oprogramowania systemowego. Potrafi wybrać właściwe środowisko do typowych zastosowań biznesowych	KC_K02	3
		KC_K04	3

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>

b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
d01	Programmed learning methods	Working with a computer <i>e.g., Webquest; implementation of educational tasks using electronic and digital devices, computer programs and Internet applications; the academic teacher acts as a consultant; students' work is carried out step by step according to the plan laid own by the person teaching the course and following his instructions, and proceeds towards producing the indicated results within the set deadline</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
WI_L	laboratory classes	45	course work	WI_1, WI_2, WI_3, WI_4, WI_5	a05, b04, d01

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Introduction to data analysis</b>
Module code	01-KC-S1-WAD
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	<p>Głównym celem zajęć jest zapoznanie studenta/studentki z metodyką technik wykorzystywanych w przetwarzaniu oraz analizie danych. Zajęcia będą przede wszystkim kładły nacisk na pozyskanie umiejętności samodzielnego przeprowadzenia całego procesu analizy danych, począwszy od sprawnego pobrania różnych typów plików oraz sposobów ich poprawnej (de)kompresji, wstępną obróbkę danych, aż po efektywną analizę wykorzystującą spektrum najczęściej stosowanych metod statystycznych i obliczeniowych. Bardzo ważnym punktem będzie także wizualizacja wyników oraz proces ich poprawnej interpretacji. Zajęcia będą również obejmowały najważniejsze metody statystyczne, szeroką wizualizację, algorytmy grupowania zmiennych, klasyfikacji, a także prognozowania.</p> <p>Na zajęciach zostanie wykorzystane przede wszystkim oprogramowanie open source, tj. Python i pakiet Pandas, a także podstawowe zasady pracy z językiem R.</p>
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
WAD_1	praktycznie wykorzystuje wiedzę o metodach i technikach pozyskiwania i analizy danych w komunikacji oraz ewaluacji efektów działań komunikacyjnych, potrafi także zastosować metody statystyczne i numeryczne pomocne w analizie danych. Ma umiejętność stosowania metod matematycznych do rozwiązywania problemów informatycznych i potrafi użyć formalizmu matematycznego do precyzyjnego opisu zadań informatycznych o charakterze praktycznym	KC_W03 KC_W06	5 5
WAD_2	ma wiedzę o metodach i technikach pozyskiwania i analizy danych w komunikacji oraz ewaluacji efektów działań komunikacyjnych	KC_W03	5
WAD_3	potrafi stosować techniki informatyczne do rozwiązania problemów matematycznych; potrafi korzystać z oprogramowania wspomagającego takie techniki	KC_U03 KC_U05	3 5
WAD_4	zna techniki obliczeniowe przydatne w informatyce; rozumie znaczenie formalizmu matematycznego oraz posiada wiedzę na temat współczesnych paradygmatów, języków i metod programowania	KC_K01 KC_U06	4 5

9. Methods of conducting classes		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
d01	Programmed learning methods	Working with a computer <i>e.g., Webquest; implementation of educational tasks using electronic and digital devices, computer programs and Internet applications; the academic teacher acts as a consultant; students' work is carried out step by step according to the plan laid own by the person teaching the course and following his instructions, and proceeds towards producing the indicated results within the set deadline</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
WAD_L	laboratory classes	30	course work	WAD_1, WAD_2, WAD_3, WAD_4	a05, b04, d01

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Introduction to neuroscience</b>
Module code	01-KC-S1-WN
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	W ramach modułu student_ka zapoznaje się z funkcjonowaniem układu nerwowego człowieka w aspekcie procesów poznawczych, takich jak: uwaga, pamięć, przetwarzanie języka, podejmowanie decyzji, emocje, motywacja, orientacja przestrzenna. Treści nauczone w ramach modułu obejmują wiedzę interdyscyplinarną, m.in. z zakresu budowy i czynności ośrodkowego i obwodowego układu nerwowego człowieka, w szczególności funkcjonowania mózgu, oraz metod analizy danych, np. czynności psychofizjologicznych za pomocą sygnałów biomedycznych, np.: czynności elektrycznej mózgu (EEG), czynności elektrycznej serca (EKG/HVR), czynności elektrycznej mięśni (EMG), elektrookulografii (EOG), aktywności elektrodermalnej (EDA). Analiza omawianych sygnałów biomedycznych ma zastosowanie m.in. w komunikacji społecznej (tradycyjnej i cyfrowej), działalności kulturalnej, medialnej i biznesowej.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
WN_1	ma wiedzę z zakresu funkcjonowania układu nerwowego człowieka, ze szczególnym uwzględnieniem funkcjonowania mózgu oraz procesów psychofizjologicznych człowieka, związanych z jego komunikacją z otoczeniem, reakcjami na prezentowane treści, funkcjonowaniem w społeczeństwie, takich jak: uwaga, pamięć, przetwarzanie języka, podejmowanie decyzji, emocje, motywacja, orientacja przestrzenna	KC_W06	5
WN_2	zna metody analizy sygnałów biomedycznych służące ich badaniu	KC_W03	4
WN_3	potrafi wykorzystać metody analizy danych do badania wybranych zagadnień neuronauki, w tym do analizy wybranych sygnałów biomedycznych	KC_U03 KC_U04	4 3
WN_4	ma kompetencje dotyczące aspektów etycznych wykonywania badań z udziałem ludzi	KC_K04	3

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a01	Lecture methods / expository methods	Formal lecture/ course-related lecture

		a systematic course of study involving a synthetic presentation of an academic discipline; its implementation assumes a passive reception of the information provided
a05	Lecture methods / expository methods	Explanation/clarification explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course
b04	Problem-solving methods	Activating method – discussion / debate an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
WN_L	laboratory classes	30	course work	WN_3, WN_4	a05, b04
WN_W	lecture	15	exam	WN_1, WN_2	a01

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	Developing practical skills activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content reading through the syllabus and getting acquainted with its content	No
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class	Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Introduction to programming</b>
Module code	01-KC-S1-WP
Number of the ECTS credits	4
Language of instruction	Polish
Purpose and description of the content of education	W ramach modułu student_ka zapozna się z zagadnieniami dotyczącymi języków programowania i samych metod programowania, dowie się jak komputer zapisuje informacje, pozna zmienne i ich podstawowe typy. Studenci/studentki nabeżdą wiedzę o typach danych w języku Python oraz niezbędnych instrukcjach sterujących przepływem programu komputerowego. Celem zajęć jest także zapoznanie osób studiujących z metodami dekompozycji problemów programistycznych oraz wprowadzenie do abstrakcyjnego sposobu rozwiązywania zagadnień.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
WP_1	zna techniki obliczeniowe przydatne w informatyce; rozumie znaczenie formalizmu matematycznego oraz posiada rozszerzoną wiedzę na temat współczesnych paradygmatów, języków i metod programowania	KC_W01	3
		KC_W05	4
WP_2	ma umiejętność stosowania metod matematycznych do rozwiązywania problemów informatycznych, matematycznych i komunikacyjnych oraz potrafi użyć formalizmu matematycznego do precyzyjnego opisu zadań informatycznych o charakterze praktycznym	KC_U05	3
		KC_U06	5
WP_3	zna zakres posiadanej przez siebie wiedzy i własnych umiejętności, potrafi określić kierunki dalszego uczenia się oraz zrealizować proces samokształcenia się z wykorzystaniem źródeł elektronicznych	KC_K01	3
		KC_U04	3
		KC_U09	4
		KC_W08	3
WP_4	rozumie znaczenie nauk technicznych dla rozwoju cywilizacji, pojmuję interdyscyplinarny charakter umiejętności programistycznych; dostrzega i docenia rolę oraz znaczenie systemów otwartych i wolnego oprogramowania dla rozwoju społeczeństwa, podejmuje starania propagujące wolne oprogramowanie	KC_K04	3

9. Methods of conducting classes		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
d01	Programmed learning methods	Working with a computer <i>e.g., Webquest; implementation of educational tasks using electronic and digital devices, computer programs and Internet applications; the academic teacher acts as a consultant; students' work is carried out step by step according to the plan laid own by the person teaching the course and following his instructions, and proceeds towards producing the indicated results within the set deadline</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
WP_L	laboratory classes	45	course work	WP_1, WP_2, WP_3, WP_4	a05, b04, d01

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.



1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Introduction to project management</b>
Module code	01-KC-S1-WZP
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	Celem zajęć jest rozwijanie kluczowych umiejętności niezbędnych do sprawnego prowadzenia projektów we wszystkich jego etapach, ze szczególnym uwzględnieniem najlepszych praktyk zarządzania projektami, a także nabycie kompetencji w obszarze prowadzenia projektów rozliczanych z rezultatów: od określania problemu i celu projektu przez planowanie, budżetowanie, monitorowanie, kontrolowanie, ewaluowanie do zamknięcia projektu. W czasie zajęć omówiona będzie rola projektów we współczesnych organizacjach. Studenci/studentki nabydą praktyczną wiedzę, związaną z planowaniem i przeprowadzeniem własnego projektu, a także poznają narzędzia niezbędne do skutecznego zarządzania projektem.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
WZP_1	ma wiedzę o zarządzaniu jako nauce społecznej, rozumie rolę zarządzania projektem w organizacjach	KC_W01	5
WZP_2	zna, rozumie i omawia pojęcia z zakresu zarządzania projektami	KC_W09	5
WZP_3	potrafi zastosować metody i techniki zarządzania projektem dla różnych typów organizacji	KC_U02	3
WZP_4	potrafi dopasować role projektowe do różnych typów i wielkości projektów, a także innych specyficznych uwarunkowań	KC_U08	5
WZP_5	potrafi efektywnie wykorzystywać zasoby projektowe, uwzględniając rachunek ekonomiczny oraz rozwiązania kompromisowe	KC_K03	5

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate

		<p><i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i></p>
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10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
WZP_C	practical classes	30	course work	WZP_1, WZP_2, WZP_3, WZP_4, WZP_5	a05, b04

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	Yes
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Knowledge about culture</b>
Module code	01-KC-S1-WK
Number of the ECTS credits	4
Language of instruction	Polish
Purpose and description of the content of education	W ramach modułu osoby studiujące zapoznają się z terminami, pojęciami i koncepcjami teoretycznymi z zakresu kultury. Zdobywają wiedzę na temat współczesnych prądów i kierunków przemian kulturowych. Rozumieją wieloaspektowy sposób pojmowania kultury i cywilizacji na gruncie nauki. Zaznajamiają się z wybranymi ważnymi dla rozwoju kultury (globalnej i/lub regionalnej, i/lub lokalnej) kontekstami historycznymi i społecznymi. Poznają pojęcia związane z kulturą masową.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
WK_1	ma wiedzę o pojęciach związanych z naukami humanistycznymi i społecznymi, które bezpośrednio lub pośrednio dotyczą kultury masowej i kultury popularnej; wykorzystuje do tego wiedzę z takich dziedzin jak wiedza o komunikacji, wiedza o mediach, wiedza o sztuce, kulturoznawstwo	KC_W01	5
WK_2	ma wiedzę na temat metod i procedur wykorzystywanych w działalności instytucji związanych z upowszechnianiem kultury oraz potrafi praktycznie ją wykorzystywać i wdrożyć w różnego rodzaju działaniach cyfrowych	KC_U02	4
WK_3	jest przygotowany_a do krytycznej oceny posiadanej wiedzy i odbieranych treści w zakresie analizy różnego rodzaju tekstów kultury, potrafi w sytuacji problemowej dotyczącej analizy i interpretacji tekstów kultury zasięgać opinii ekspertów	KC_K01	3
WK_4	potrafi swobodnie poruszać się w obszarze podstawowych pojęć z zakresu dziedzictwa kulturowego różnych regionów, mając jednocześnie świadomość procesów globalizacji	KC_K02	4
WK_5	zapoznając się z różnymi tekstami kultury, umacnia w sobie świadomość konieczności uczenia się przez całe życie	KC_K04	3

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a03	Lecture methods / expository methods	Description <i>a description of objects, phenomena, processes or people; it involves specifying the structure and characteristic features of the object, phenomenon, or process being described; it is usually accompanied by a demonstration of the described object</i>

		<i>or by its models, drawings, tables, charts, etc.; a description may take the form of an explanation, classification, justification or comparison</i>
b02	Problem-solving methods	Lecture-discussion <i>transmission of content involving interaction with the lecture audience; discussion of lecture-related issues is one of its elements or constitutes its follow-up</i>

<b>10. Forms of teaching</b>					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
WK_W	lecture	30	exam	WK_1, WK_2, WK_3, WK_4, WK_5	a03, b02

<b>11. The student's work, apart from participation in classes, includes in particular:</b>				
Code	Category	Name (description)		Is it part of the BUNA?
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>		Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>		No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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.	<b>General information about the module</b>	
<b>Module name</b>		<b>Language culture</b>
Module code		01-KC-S1-KJ
Number of the ECTS credits		2
Language of instruction		Polish
Purpose and description of the content of education		Celem modułu jest zaznajomienie osoby studiującej z wybranymi pojęciami z zakresu kultury języka oraz zagadnieniami poprawności językowej. Student/ka doskonali kompetencje językowe, uczy się rozpoznawania i korygowania form uznawanych za błędne na poziomie normy wzorcowej i użytkowej w aktach komunikacyjnych zróżnicowanych sytuacyjnie. Ćwiczenia praktyczne mają na celu przyswojenie zasad poprawności i grzeczności językowej, warunkujących płynną i skuteczną komunikację, zarówno w wymiarze tradycyjnym, jak i cyfrowym.
List of modules that must be completed before starting this module (if necessary)		not applicable

8.	<b>Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)	
KJ_1	ma zaawansowaną wiedzę i zna terminologię z zakresu kultury języka polskiego	KC_W01	3	
KJ_2	ma wiedzę z zakresu komunikacji interpersonalnej, w tym zasad komunikowania się w sposób zgodny z normami językowymi i zasadami grzeczności językowej	KC_W02	5	
KJ_3	potrafi dopasować język tekstu do sytuacji komunikacyjnej, przestrzegając zasad poprawności i etykiety językowej	KC_U07	5	
KJ_4	potrafi aktualizować wiedzę na temat współczesnych trendów w komunikacji cyfrowej, uwzględniając zmienność norm poprawnościowych oraz tendencje rozwojowe polszczyzny	KC_U09	3	
KJ_5	jest gotów_a do krytycznej oceny posiadanej wiedzy i odbieranych treści oraz uznania wiedzy eksperckiej w rozwiązywaniu problemów z zakresu kultury języka	KC_K01	3	

9.	<b>Methods of conducting classes</b>		
Code	Category	Name (description)	
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>	
b04	Problem-solving methods	Activating method – discussion / debate	

		<p><i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i></p>
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<b>10. Forms of teaching</b>					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
KJ_C	practical classes	15	course work	KJ_1, KJ_2, KJ_3, KJ_4, KJ_5	a05, b04

<b>11. The student's work, apart from participation in classes, includes in particular:</b>			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	<p>Developing practical skills  <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i></p>	Yes
b01	Consulting the curriculum and the organization of classes	<p>Getting acquainted with the syllabus content  <i>reading through the syllabus and getting acquainted with its content</i></p>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Language in social behaviour</b>
Module code	01-KC-S1-JZS
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	Celem zajęć jest uświadomienie studentom/studentkom, że język, choć jest przyrodzoną człowiekowi immanentną częścią ludzkiego umysłu (neurobiologia), postrzegany jako byt – twór społeczny (socjolingwistyka), konstruuje życie społeczne. Podczas zajęć omówione będą społeczne uwarunkowania nabywania kompetencji językowej i komunikacyjnej oraz przedstawione zostanie wykorzystanie języka przez różne grupy społeczne.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
JZS_1	ma zaawansowaną wiedzę i zna terminologię z zakresu socjolingwistyki	KC_W01	5
JZS_2	ma wiedzę o człowieku, w tym o jego uwarunkowaniach psychologicznych i procesach poznawczych	KC_W06	3
JZS_3	potrafi wykorzystywać wiedzę dotyczącą odbiorców działań komunikacyjnych w różnych grupach społecznych, relacji między nimi i językowej identyfikacji	KC_U01	5
JZS_4	potrafi dopasować język tekstu do osiągnięcia zamierzonego celu komunikacyjnego, mając świadomość zróżnicowania języka oraz stylów funkcjonalnych	KC_U07	5
JZS_5	charakteryzuje się otwartością i refleksyjnością w komunikacji z różnymi grupami społecznymi	KC_K04	4

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate

		<p><i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i></p>
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<b>10. Forms of teaching</b>					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
JZS_C	practical classes	30	course work	JZS_1, JZS_2, JZS_3, JZS_4, JZS_5	a05, b04

<b>11. The student's work, apart from participation in classes, includes in particular:</b>			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	<p>Developing practical skills  <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i></p>	Yes
b01	Consulting the curriculum and the organization of classes	<p>Getting acquainted with the syllabus content  <i>reading through the syllabus and getting acquainted with its content</i></p>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.



1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Legal aspects of communication activities</b>
Module code	01-KC-S1-APDK
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	Celem zajęć jest zaznajomienie osób studiujących z pojęciami z zakresu prawnych aspektów działań komunikacyjnych. Osoby studiujące znają zagrożenia związane z nieprzestrzeganiem w komunikacji kryterium ważności, słuszności i szczerości. Potrafią przeanalizować treści informacyjne pod kątem ich zgodności z przepisami prawa i wartościami etycznymi. Ponadto poznają metody, zasady i procedury związane z przeciwdziałaniem zachowaniom łamiącym przyjęte konwencje. Poznają powszechnie uznane standardy i dobre praktyki związane z bezpieczeństwem i systemem ochrony dóbr, własności społecznej i przemysłowej. Osoby studiujące rozróżniają prawa autorskie od praw własności przemysłowej i potrafią je scharakteryzować.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
APDK_1	zna powszechnie uznane standardy i dobre praktyki związane z bezpieczeństwem i systemem ochrony dóbr, własności społecznej i przemysłowej	KC_W03	5
APDK_2	ma wiedzę dotyczącą uwarunkowań ekonomicznych, prawnych i etycznych związanych z komunikacją i informatyką, w tym prawa autorskiego	KC_W08	5
APDK_3	potrafi wykorzystywać i wdrażać w działaniach cyfrowych wiedzę na temat metod i procedur stosowanych w działalności instytucji promocyjnych, medialnych, biznesowych i związanych z upowszechnianiem kultury, a także ochrony dóbr, własności społecznej i przemysłowej oraz prawa autorskiego i patentowego	KC_U02	4
APDK_4	potrafi przeanalizować treści informacyjne pod kątem ich zgodności z przepisami prawa i wartościami etycznymi	KC_U04	3
APDK_5	przestrzega zasad etycznych w pracy zawodowej i działalności społecznej; docenia znaczenie uczciwości intelektualnej w działaniach własnych i innych osób	KC_K04	3

9. Methods of conducting classes		
Code	Category	Name (description)
a01	Lecture methods / expository methods	Formal lecture/ course-related lecture <i>a systematic course of study involving a synthetic presentation of an academic discipline; its implementation assumes a passive reception of the information provided</i>
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
APDK_C	practical classes	15	course work	APDK_4, APDK_5	a05, b04
APDK_W	lecture	15	exam	APDK_1, APDK_2, APDK_3	a01

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	Yes
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Module in the "Civil Society and Entrepreneurship" area</b>
Module code	MO-2023-SS-SOP
Number of the ECTS credits	3
Language of instruction	
Purpose and description of the content of education	<p>"Civil society and entrepreneurship" is the area which like no other contributed to opening university education "to the world", the area which directly connects science and knowledge acquisition to social use (the system of institutions, laws, customs, social norms). Underlying the area are the conviction that education within each academic discipline should be correlated with the awareness of the changing relation between a person and a citizen, between private and collective life, between a political and a non-political subject, etc. The area of "Civil Society and Entrepreneurship" can be pursued by a student within modules dominated by an academic teacher as well as those where the responsibility for achieving the learning outcomes lies mainly with the student, e.g. civil society in action (projects combining social and natural sciences, combining social sciences and humanities, or combining social sciences, mathematics, physics and chemistry) or social participation in practice. The choice from the range of the above-mentioned modules allows for a high individualization of the education process.</p>
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
KS_01	Is ready to meet social obligations, co-organize activities for the benefit of the community and is open to scientific solutions to cognitive and practical problems.	MOB.2023_K01	3
U_01	Asks questions, analyzes research problems, and finds solutions to them, making use of knowledge, skills and experience pertaining to civil society and entrepreneurship, in conjunction with the leading discipline of the degree programme.	MOB.2023_U01	3
U_02	Communicates the results of his/her work on civil society and entrepreneurship in a way which is clear and understandable not only to specialists.	MOB.2023_U01	3
W_01	Has advanced knowledge of selected scientific theories and methods, and is familiar with issues connected with civil society and entrepreneurship.	MOB.2023_W01	3
W_02	Understands the connection between the issues pertaining to civil society and entrepreneurship, and the leading discipline of the degree programme.	MOB.2023_W01	3

9. Methods of conducting classes		
Code	Category	Name (description)
a03	Lecture methods / expository methods	Description <i>a description of objects, phenomena, processes or people; it involves specifying the structure and characteristic features of the object, phenomenon, or process being described; it is usually accompanied by a demonstration of the described object or by its models, drawings, tables, charts, etc.; a description may take the form of an explanation, classification, justification or comparison</i>
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
c07	Demonstration methods	Screen presentation <i>a presentation of synthetic image content using computer graphics, e.g., a series of slides or other multimedia forms, usually accompanied by a commentary; typical components of a screen presentation include text organized into bulleted points, charts, images and animations, sometimes sound effects or music; a multimedia illustration of course content presented in the form of a projected image</i>
d03	Programmed learning methods	Working with another teaching tool <i>e.g. using websites in any way or according to the rules set by the teacher; or making use of other subject-specific tools</i>
f01	Methods of self-learning	Self-education <i>a method which involves independent acquisition of knowledge, skills and social competences, extending their scope and quality; complementary to the learning process taking place in class; taking on the task of developing and adjusting qualifications on one's own; self-study</i>
f02	Methods of self-learning	Individual work with a text <i>searching for and acquiring new information using textbooks and other written sources (including their digital versions); searching for texts, selecting fragments for analysis/interpretation, using other texts to solve a problem related to the studied issue</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
01	depending on the choice	30	course work	KS_01, U_01, U_02, W_01, W_02	a03, a05, b04, c07, d03, f01, f02

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a01	Preparation for classes	Search for materials and review activities necessary for class participation <i>reviewing literature, documentation, tools and materials as well as the specifics of the syllabus and the range of activities indicated in it as required for full participation in classes</i>	No

a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	No
a04	Preparation for classes	Consulting materials complementary to those indicated in the syllabus <i>agreeing on materials complementary to those indicated in the syllabus, supporting the implementation of tasks resulting from or necessary for class participation</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>	Yes
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class <i>exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class</i>	No
e01	Activities complementary to the classes	Undertaking, on one's own initiative and individually, activities aimed at expanding the scope or depth of the teaching content, also beyond the walls of the University <i>a set of activities undertaken independently and on the student's own initiative, aimed at expanding the depth and scope of knowledge and skills, their revision and repetition, retention or verification, also activities carried outside the university, e.g., in a culture promoting or educational institution, a laboratory, in the open air, etc.; also self-education</i>	Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Module in the "Creative Expression and Critical Thinking" area</b>
Module code	MO-2023-SS-ETKM
Number of the ECTS credits	3
Language of instruction	
Purpose and description of the content of education	Underlying the area of "Critical Thinking and Creative Expression" is the conviction that it is necessary to interest students in various intellectual traditions and forms of creative practice making it possible to approach a given problem from many perspectives. It is crucial to develop critical thinking skills, in particular with regard to information present in various forms of communication (popular, popular science, specialist publications, traditional and so-called new media, or artistic activities based on scientific research). Equally important is work in the area of cultural awareness and expression aimed at creative expression of ideas, experiences and emotions through various means of expression: music, theater, literature and visual arts. Driving the process of self-creation is the need to be creative and the need for creative expression, stemming from a deeply rooted human tendency to be inventive while drawing from the values found in art, literature, music, fine arts, values defining the culture of the nation, existing in national traditions, in historical memory and in folk culture.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
KS_01	Is ready to meet social obligations, co-organize activities for the benefit of the community and is open to scientific solutions to cognitive and practical problems.	MOB.2023_K01	3
U_01	Asks questions, analyzes research problems, and finds solutions to them, making use of knowledge, skills and experience pertaining to critical thinking and creative expression in connection with the leading discipline of the degree programme.	MOB.2023_U01	3
U_02	Communicates the results of his/her work in the field of critical thinking and creative expression in a way which is clear and understandable not only to specialists.	MOB.2023_U01	3
W_01	Has advanced knowledge of selected scientific theories and methods, and is familiar with issues pertaining to critical thinking and creative expression.	MOB.2023_W01	3
W_02	Understands the connection between issues related to critical thinking and creative expression and the leading discipline of the degree programme.	MOB.2023_W01	3

9. Methods of conducting classes		
Code	Category	Name (description)
a03	Lecture methods / expository methods	Description <i>a description of objects, phenomena, processes or people; it involves specifying the structure and characteristic features of the object, phenomenon, or process being described; it is usually accompanied by a demonstration of the described object or by its models, drawings, tables, charts, etc.; a description may take the form of an explanation, classification, justification or comparison</i>
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
c07	Demonstration methods	Screen presentation <i>a presentation of synthetic image content using computer graphics, e.g., a series of slides or other multimedia forms, usually accompanied by a commentary; typical components of a screen presentation include text organized into bulleted points, charts, images and animations, sometimes sound effects or music; a multimedia illustration of course content presented in the form of a projected image</i>
d03	Programmed learning methods	Working with another teaching tool <i>e.g. using websites in any way or according to the rules set by the teacher; or making use of other subject-specific tools</i>
f01	Methods of self-learning	Self-education <i>a method which involves independent acquisition of knowledge, skills and social competences, extending their scope and quality; complementary to the learning process taking place in class; taking on the task of developing and adjusting qualifications on one's own; self-study</i>
f02	Methods of self-learning	Individual work with a text <i>searching for and acquiring new information using textbooks and other written sources (including their digital versions); searching for texts, selecting fragments for analysis/interpretation, using other texts to solve a problem related to the studied issue</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
01	depending on the choice	30	course work	KS_01, U_01, U_02, W_01, W_02	a03, a05, b04, c07, d03, f01, f02

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a01	Preparation for classes	Search for materials and review activities necessary for class participation <i>reviewing literature, documentation, tools and materials as well as the specifics of the syllabus and the range of activities indicated in it as required for full participation in classes</i>	No

a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	No
a04	Preparation for classes	Consulting materials complementary to those indicated in the syllabus <i>agreeing on materials complementary to those indicated in the syllabus, supporting the implementation of tasks resulting from or necessary for class participation</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>	Yes
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class <i>exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class</i>	No
e01	Activities complementary to the classes	Undertaking, on one's own initiative and individually, activities aimed at expanding the scope or depth of the teaching content, also beyond the walls of the University <i>a set of activities undertaken independently and on the student's own initiative, aimed at expanding the depth and scope of knowledge and skills, their revision and repetition, retention or verification, also activities carried outside the university, e.g., in a culture promoting or educational institution, a laboratory, in the open air, etc.; also self-education</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.



1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Module in the "Digital World" area</b>
Module code	MO-2023-SS-CS
Number of the ECTS credits	3
Language of instruction	
Purpose and description of the content of education	<p>Apart from the real world, the digital world is of course another area constantly present in modern people's lives. The two human environments – the natural and the cultural one – have been joined by a third one, i.e. the digital environment. Modern digital technologies create new opportunities, but their constant development may, in addition to new opportunities, also create new threats. The modules proposed within the "Digital World" area provide an opportunity to learn about the crucial, current technological and social aspects of the digital world and to build competences for conscious, creative and safe functioning in this/her world.</p> <p>The modules of the Digital World area are divided into two sub-areas. Crucial for the first one, dubbed "Digital technologies", are the issues pertaining to technologies; this/her sub-area will allow students to expand their digital competences in the field of programming as well as data processing and analysis. Essential for the second sub-area, dubbed "Digital society", is a reflection on the impact of the development of digital technologies, including artificial intelligence, on the way we function as individuals and as entire societies. The purpose of the module content in this/her sub-area is to develop students' skills of navigating the digital world in creatively and safely, while maintaining personal autonomy and self-awareness.</p>
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
KS_01	Shows openness to science-based solutions to cognitive and practical problems and is ready to fulfill social obligations.	MOB.2023_K01	3
U_01	Asks questions, analyzes research problems, and finds solutions to them, making use of knowledge, skills and experience gained in the field of digital technologies and issues pertaining to the digital society in conjunction with the leading discipline of the degree programme.	MOB.2023_U01	3
U_02	Communicates the results of his/her work pertaining to the key technological and social aspects of the digital world in a way which is clear and understandable not only to specialists.	MOB.2023_U01	3
W_01	Has advanced knowledge of selected scientific theories and methods and is familiar with issues pertaining to key technological and social aspects of the digital world.	MOB.2023_W01	3
W_02	Understands the connection between key technological and social aspects of the digital world and the leading discipline	MOB.2023_W01	3

	of the degree programme.		
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<b>9.</b>	<b>Methods of conducting classes</b>
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Code	Category	Name (description)
a03	Lecture methods / expository methods	Description <i>a description of objects, phenomena, processes or people; it involves specifying the structure and characteristic features of the object, phenomenon, or process being described; it is usually accompanied by a demonstration of the described object or by its models, drawings, tables, charts, etc.; a description may take the form of an explanation, classification, justification or comparison</i>
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
c07	Demonstration methods	Screen presentation <i>a presentation of synthetic image content using computer graphics, e.g., a series of slides or other multimedia forms, usually accompanied by a commentary; typical components of a screen presentation include text organized into bulleted points, charts, images and animations, sometimes sound effects or music; a multimedia illustration of course content presented in the form of a projected image</i>
d03	Programmed learning methods	Working with another teaching tool <i>e.g. using websites in any way or according to the rules set by the teacher; or making use of other subject-specific tools</i>
f01	Methods of self-learning	Self-education <i>a method which involves independent acquisition of knowledge, skills and social competences, extending their scope and quality; complementary to the learning process taking place in class; taking on the task of developing and adjusting qualifications on one's own; self-study</i>
f02	Methods of self-learning	Individual work with a text <i>searching for and acquiring new information using textbooks and other written sources (including their digital versions); searching for texts, selecting fragments for analysis/interpretation, using other texts to solve a problem related to the studied issue</i>

<b>10.</b>	<b>Forms of teaching</b>
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Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
01	depending on the choice	30	course work	KS_01, U_01, U_02, W_01, W_02	a03, a05, b04, c07, d03, f01, f02

<b>11.</b>	<b>The student's work, apart from participation in classes, includes in particular:</b>
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Code	Category	Name (description)	Is it part of the BUNA?
a01	Preparation for classes	Search for materials and review activities necessary for class participation	No

		<i>reviewing literature, documentation, tools and materials as well as the specifics of the syllabus and the range of activities indicated in it as required for full participation in classes</i>	
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	No
a04	Preparation for classes	Consulting materials complementary to those indicated in the syllabus <i>agreeing on materials complementary to those indicated in the syllabus, supporting the implementation of tasks resulting from or necessary for class participation</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>	Yes
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class <i>exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class</i>	No
e01	Activities complementary to the classes	Undertaking, on one's own initiative and individually, activities aimed at expanding the scope or depth of the teaching content, also beyond the walls of the University <i>a set of activities undertaken independently and on the student's own initiative, aimed at expanding the depth and scope of knowledge and skills, their revision and repetition, retention or verification, also activities carried outside the university, e.g., in a culture promoting or educational institution, a laboratory, in the open air, etc.; also self-education</i>	Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Module in the "Health and Personal Development" area</b>
Module code	MO-2023-SS-ZRO
Number of the ECTS credits	3
Language of instruction	
Purpose and description of the content of education	The area of "Health and Personal Development" opens university education to the perspective of the well-being of an individual (i.e., a student, who is a person entering adulthood). The area focuses on such categories as maintaining physical, mental and social health, the level of satisfaction with various spheres of one's life and the development of "soft" skills (dealing with stress, communicating with others or the conscious shaping and managing one's life). The modules offered within the "Health" sub-area are meant to equip students with the ability to recognize and assess their own health (including their mental health) and to find appropriate means of promoting it. The point of departure of the module is the presentation of modern knowledge that distinguishes evidence-based medicine from common beliefs. The modules in the "Personal Development" sub-area direct students towards methods of the practical maintenance of one's well-being (including mental well-being). They supply competences for building one's personal potential in the modern world in a way which is active and effective as well as conscious and prudent. The main concern is realizing and recognizing one's own preferences, possibilities and limits, as well as the awareness of agency and responsibility for the balance between health, happiness and development. Having attended the module, the individual will be in a position to combine his/her own development with taking care of his/her mental and physical condition and general well-being in a balanced way.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
KS_01	Is ready to meet social obligations, co-organize activities for the benefit of the community and is open to scientific solutions to cognitive and practical problems.	MOB.2023_K01	3
U_01	Asks questions, analyzes research problems, and finds solutions to them, making use of knowledge, skills and experience pertaining to the concept of an individual's well-being, including their health and personal development, in conjunction with the leading discipline of the degree programme.	MOB.2023_U01	3
U_02	Communicates the results of his/her work regarding the concept of an individual's well-being, including their health and personal development, in a way which is clear and understandable not only to specialists.	MOB.2023_U01	3
W_01	Has advanced knowledge of selected scientific theories and methods, and is familiar with issues connected with the concept of an individual's well-being, including their health and personal development.	MOB.2023_W01	3

W_02	Understands the connection between the issues pertaining to the concept of an individual's well-being, including their health and personal development, and the leading discipline of the degree programme.	MOB.2023_W01	3
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9. Methods of conducting classes		
Code	Category	Name (description)
a03	Lecture methods / expository methods	<p>Description</p> <p><i>a description of objects, phenomena, processes or people; it involves specifying the structure and characteristic features of the object, phenomenon, or process being described; it is usually accompanied by a demonstration of the described object or by its models, drawings, tables, charts, etc.; a description may take the form of an explanation, classification, justification or comparison</i></p>
a05	Lecture methods / expository methods	<p>Explanation/clarification</p> <p><i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i></p>
b04	Problem-solving methods	<p>Activating method – discussion / debate</p> <p><i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i></p>
c07	Demonstration methods	<p>Screen presentation</p> <p><i>a presentation of synthetic image content using computer graphics, e.g., a series of slides or other multimedia forms, usually accompanied by a commentary; typical components of a screen presentation include text organized into bulleted points, charts, images and animations, sometimes sound effects or music; a multimedia illustration of course content presented in the form of a projected image</i></p>
d03	Programmed learning methods	<p>Working with another teaching tool</p> <p><i>e.g. using websites in any way or according to the rules set by the teacher; or making use of other subject-specific tools</i></p>
f01	Methods of self-learning	<p>Self-education</p> <p><i>a method which involves independent acquisition of knowledge, skills and social competences, extending their scope and quality; complementary to the learning process taking place in class; taking on the task of developing and adjusting qualifications on one's own; self-study</i></p>
f02	Methods of self-learning	<p>Individual work with a text</p> <p><i>searching for and acquiring new information using textbooks and other written sources (including their digital versions); searching for texts, selecting fragments for analysis/interpretation, using other texts to solve a problem related to the studied issue</i></p>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
01	depending on the choice	30	course work	KS_01, U_01, U_02, W_01, W_02	a03, a05, b04, c07, d03, f01, f02

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a01	Preparation for classes	Search for materials and review activities necessary for class participation <i>reviewing literature, documentation, tools and materials as well as the specifics of the syllabus and the range of activities indicated in it as required for full participation in classes</i>	No
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	No
a04	Preparation for classes	Consulting materials complementary to those indicated in the syllabus <i>agreeing on materials complementary to those indicated in the syllabus, supporting the implementation of tasks resulting from or necessary for class participation</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>	Yes
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class <i>exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class</i>	No
e01	Activities complementary to the classes	Undertaking, on one's own initiative and individually, activities aimed at expanding the scope or depth of the teaching content, also beyond the walls of the University <i>a set of activities undertaken independently and on the student's own initiative, aimed at expanding the depth and scope of knowledge and skills, their revision and repetition, retention or verification, also activities carried outside the university, e.g., in a culture promoting or educational institution, a laboratory, in the open air, etc.; also self-education</i>	Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Module in the "Natural Environment and Technologies" area</b>
Module code	MO-2023-SS-SNT
Number of the ECTS credits	3
Language of instruction	
Purpose and description of the content of education	The "Natural Environment and Technologies" area pertains to human interaction with the material environment, both the natural one and the one heavily modified by technology. This is the environment where people live, which they are subject to, and which they change in many ways. Understanding the Anthropocene requires an understanding of how biological systems function (from cells to ecosystems, to modern environmental threats, climate issues, natural resources, and many other natural issues) as well as an understanding of the rudiments of technical and technological knowledge. It is crucial to know and understand how technological development, especially in the areas of energy, green technologies, modern materials or everyday life (e.g. food production) can change the nature of human impact and support the way we care for the environment. The ways in which the human impact on the environment is regulated include using legal tools, such as nature protection law or energy law, as well as EU regulations, Sustainable Development Goals or the European Green Deal.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
KS_01	Shows openness to science-based solutions to cognitive and practical problems and is ready to meet social obligations.	MOB.2023_K01	3
U_01	Asks questions, analyzes research problems, and finds solutions to them, making use of knowledge, skills and experience pertaining to the human interaction with the material environment – both natural and technologically modified, in conjunction with the leading discipline of the degree programme.	MOB.2023_U01	3
U_02	Communicates the results of his/her work pertaining to the human interaction with the material environment – both natural and technologically modified, in a way which is clear and understandable not only to specialists.	MOB.2023_U01	3
W_01	Has advanced knowledge of selected scientific theories and methods, and is familiar with issues connected with human interaction with the material environment – both natural and technologically modified.	MOB.2023_W01	3
W_02	Understands the connection between issues pertaining to human interaction with the material environment – both natural and technologically modified, and the leading discipline of the degree programme.	MOB.2023_W01	3

9. Methods of conducting classes		
Code	Category	Name (description)
a03	Lecture methods / expository methods	Description <i>a description of objects, phenomena, processes or people; it involves specifying the structure and characteristic features of the object, phenomenon, or process being described; it is usually accompanied by a demonstration of the described object or by its models, drawings, tables, charts, etc.; a description may take the form of an explanation, classification, justification or comparison</i>
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
c07	Demonstration methods	Screen presentation <i>a presentation of synthetic image content using computer graphics, e.g., a series of slides or other multimedia forms, usually accompanied by a commentary; typical components of a screen presentation include text organized into bulleted points, charts, images and animations, sometimes sound effects or music; a multimedia illustration of course content presented in the form of a projected image</i>
d03	Programmed learning methods	Working with another teaching tool <i>e.g. using websites in any way or according to the rules set by the teacher; or making use of other subject-specific tools</i>
f01	Methods of self-learning	Self-education <i>a method which involves independent acquisition of knowledge, skills and social competences, extending their scope and quality; complementary to the learning process taking place in class; taking on the task of developing and adjusting qualifications on one's own; self-study</i>
f02	Methods of self-learning	Individual work with a text <i>searching for and acquiring new information using textbooks and other written sources (including their digital versions); searching for texts, selecting fragments for analysis/interpretation, using other texts to solve a problem related to the studied issue</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
01	depending on the choice	30	course work	KS_01, U_01, U_02, W_01, W_02	a03, a05, b04, c07, d03, f01, f02

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a01	Preparation for classes	Search for materials and review activities necessary for class participation <i>reviewing literature, documentation, tools and materials as well as the specifics of the syllabus and the range of activities indicated in it as required for full participation in classes</i>	No



a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	No
a04	Preparation for classes	Consulting materials complementary to those indicated in the syllabus <i>agreeing on materials complementary to those indicated in the syllabus, supporting the implementation of tasks resulting from or necessary for class participation</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>	Yes
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class <i>exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class</i>	No
e01	Activities complementary to the classes	Undertaking, on one's own initiative and individually, activities aimed at expanding the scope or depth of the teaching content, also beyond the walls of the University <i>a set of activities undertaken independently and on the student's own initiative, aimed at expanding the depth and scope of knowledge and skills, their revision and repetition, retention or verification, also activities carried outside the university, e.g., in a culture promoting or educational institution, a laboratory, in the open air, etc.; also self-education</i>	Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Module in the "The Limits of Science" area</b>
Module code	MO-2023-SS-GN
Number of the ECTS credits	3
Language of instruction	
Purpose and description of the content of education	<p>Scientific pursuits and the ways people function in the world are geared towards getting to know the reality and acquiring knowledge. All of this/her is within the purview of the "Limits of Science" area. It endeavours to indicate the difference between science and pseudoscience, the pitfalls and benefits of popularizing knowledge, to address the issue of how knowledge is obtained in various research communities. What is the difference between the natural sciences and humanities? What happens on the way from a hypothesis to testing a theory? What methods do the different sciences have at their disposal? Can humanities be scientific and how much literature is there in physics?</p> <p>The "Limits of Science" area strives to indicate practical ways of navigating the world of science. It strives to describe how to distinguish valuable knowledge from information noise, to introduce students to the arcana of recognizing and applying research methods and to develop the panorama of concepts related to the classification of knowledge and cognition, to present the history and the directions of human inquiry. An important role of the area is to indicate the methods of interpreting scientific texts and the research results contained within them, and to develop the ability to present scientific content in an effective and accessible way.</p>
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
KS_01	Is ready to meet social obligations, co-organize activities for the benefit of the community and is open to scientific solutions to cognitive and practical problems.	MOB.2023_K01	3
U_01	Asks questions, analyzes research problems, and finds solutions to them, making use of knowledge, skills and experience pertaining to the issues falling under the scope of limits of science , in conjunction with the leading discipline of the degree programme.	MOB.2023_U01	3
U_02	Communicates the results of his/her work on the issues falling under the scope of limits of science in a way which is clear and understandable not only to specialists.	MOB.2023_U01	3
W_01	Has advanced knowledge of selected scientific theories and methods, and is familiar with issues typical to scientific enquiry and practicing science.	MOB.2023_W01	3
W_02	Understands the connection between the issues falling under the scope of limits of science and the leading discipline of	MOB.2023_W01	3

the degree programme.

**9. Methods of conducting classes**

Code	Category	Name (description)
a03	Lecture methods / expository methods	Description <i>a description of objects, phenomena, processes or people; it involves specifying the structure and characteristic features of the object, phenomenon, or process being described; it is usually accompanied by a demonstration of the described object or by its models, drawings, tables, charts, etc.; a description may take the form of an explanation, classification, justification or comparison</i>
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
c07	Demonstration methods	Screen presentation <i>a presentation of synthetic image content using computer graphics, e.g., a series of slides or other multimedia forms, usually accompanied by a commentary; typical components of a screen presentation include text organized into bulleted points, charts, images and animations, sometimes sound effects or music; a multimedia illustration of course content presented in the form of a projected image</i>
d03	Programmed learning methods	Working with another teaching tool <i>e.g. using websites in any way or according to the rules set by the teacher; or making use of other subject-specific tools</i>
f01	Methods of self-learning	Self-education <i>a method which involves independent acquisition of knowledge, skills and social competences, extending their scope and quality; complementary to the learning process taking place in class; taking on the task of developing and adjusting qualifications on one's own; self-study</i>
f02	Methods of self-learning	Individual work with a text <i>searching for and acquiring new information using textbooks and other written sources (including their digital versions); searching for texts, selecting fragments for analysis/interpretation, using other texts to solve a problem related to the studied issue</i>

**10. Forms of teaching**

Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
01	depending on the choice	30	course work	KS_01, U_01, U_02, W_01, W_02	a03, a05, b04, c07, d03, f01, f02

**11. The student's work, apart from participation in classes, includes in particular:**

Code	Category	Name (description)	Is it part of the BUNA?
a01	Preparation for classes	Search for materials and review activities necessary for class participation	No

		<i>reviewing literature, documentation, tools and materials as well as the specifics of the syllabus and the range of activities indicated in it as required for full participation in classes</i>	
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	No
a04	Preparation for classes	Consulting materials complementary to those indicated in the syllabus <i>agreeing on materials complementary to those indicated in the syllabus, supporting the implementation of tasks resulting from or necessary for class participation</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>	Yes
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class <i>exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class</i>	No
e01	Activities complementary to the classes	Undertaking, on one's own initiative and individually, activities aimed at expanding the scope or depth of the teaching content, also beyond the walls of the University <i>a set of activities undertaken independently and on the student's own initiative, aimed at expanding the depth and scope of knowledge and skills, their revision and repetition, retention or verification, also activities carried outside the university, e.g., in a culture promoting or educational institution, a laboratory, in the open air, etc.; also self-education</i>	Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Neuroscience in communication</b>
Module code	01-KC-S1-NK
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	W ramach modułu osoby studiujące zapoznają się z metodami praktycznego zastosowania analizy sygnałów biomedycznych w działaniach związanych z komunikacją interpersonalną i medialną, wykorzystaniem mediów cyfrowych i biznesem, wykorzystując np. elementy rzeczywistości wirtualnej (VR, ang. virtual reality), śledzenie ruchów oczu (ang. eye tracking), czy metody analizy czynności neurofizjologicznych.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
NK_1	zna nowoczesne technologie, takie jak rzeczywistość wirtualna lub eye tracking, które mogą być wykorzystane w ocenie funkcjonowania człowieka w społeczeństwie, w tym w komunikacji interpersonalnej i medialnej	KC_W03 KC_W06	3 4
NK_2	potrafi wykorzystywać metody neuronaukowe w komunikacji, wiedzy o mediach cyfrowych, więziach społecznych, biznesie	KC_W03	4
NK_3	potrafi za pomocą nowoczesnych technologii wykorzystać funkcje i reakcje psychofizjologiczne człowieka w działaniach komunikacyjnych, wiedzy o mediach, działalności instytucji promocyjnych, medialnych i związanych z upowszechnieniem kultury	KC_U03 KC_U04	4 3
NK_4	ma kompetencje dotyczące aspektów etycznych, otwartości nauki oraz własności intelektualnej, związanych z zastosowaniem nowoczesnych technologii w neuronauce	KC_K01	3

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate

		<p><i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i></p>
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<b>10. Forms of teaching</b>					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
NK_L	laboratory classes	45	course work	NK_1, NK_2, NK_3, NK_4	a05, b04

<b>11. The student's work, apart from participation in classes, includes in particular:</b>			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	<p>Developing practical skills  <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i></p>	Yes
b01	Consulting the curriculum and the organization of classes	<p>Getting acquainted with the syllabus content  <i>reading through the syllabus and getting acquainted with its content</i></p>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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.	<b>General information about the module</b>	
<b>Module name</b>		<b>New media and cyber art</b>
Module code		01-KC-S1-WNMC
Number of the ECTS credits		4
Language of instruction		Polish
Purpose and description of the content of education		Podczas zajęć prowadzonych w ramach modułu osoba studiująca rozwija i porządkuje swoją wiedzę z zakresu terminologii dotyczącej nowych mediów, ich cech oraz zasad funkcjonowania w obecnej cywilizacji medialnej, warunkowanej wpływem nowych technologii. Student_ka zapoznaje się także z fenomenem sztuki czasów technokultury (cybersztuki), reprezentującej paradygmat cyberkulturowy. Kształtuje umiejętność świadomego i efektywnego poruszania się w świecie nowych mediów oraz wykorzystywania ich jako narzędzia pracy. Łącząc wiedzę dotyczącą mediów, kultury i techniki, potrafi dokonać krytycznej analizy wybranych praktyk medialnych.
List of modules that must be completed before starting this module (if necessary)		not applicable

8.	<b>Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)	
WNMC_1	ma zaawansowaną wiedzę i zna terminologię z zakresu nauk humanistycznych i społecznych, zwłaszcza w takich dyscyplinach, jak wiedza o mediach i sztuka	KC_W01	5	
WNMC_2	zna cechy odbiorców kultury, reklamy i mediów, ze szczególnym uwzględnieniem odbiorców fenomenów cyberkulturowych	KC_W04	4	
WNMC_3	zna metody i procedury wykorzystywane w działalności instytucji promocyjnych, medialnych i związanych z upowszechnianiem kultury, szczególnie w zakresie nowych mediów i cybersztuki	KC_W07	4	
WNMC_4	potrafi wykorzystywać i wdrażać w działaniach cyfrowych wiedzę na temat metod i procedur stosowanych w działalności instytucji medialnych i związanych z upowszechnianiem kultury	KC_U02	2	
WNMC_5	potrafi aktualizować wiedzę na temat współczesnych trendów w cyfrowej komunikacji medialnej i sztuce	KC_U09	4	
WNMC_6	charakteryzuje się otwartością, refleksyjnością oraz postawami prospołecznymi w zakresie odbioru komunikatów medialnych i cyfrowych	KC_K04	2	

9. Methods of conducting classes		
Code	Category	Name (description)
a01	Lecture methods / expository methods	Formal lecture/ course-related lecture <i>a systematic course of study involving a synthetic presentation of an academic discipline; its implementation assumes a passive reception of the information provided</i>
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
WNMC_C	practical classes	30	course work	WNMC_4, WNMC_5, WNMC_6	a05, b04
WNMC_W	lecture	15	course work	WNMC_1, WNMC_2, WNMC_3	a01

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	Yes
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.



1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Open University Module</b>
Module code	OMU-2023-SS-01-OG
Number of the ECTS credits	3
Language of instruction	
Purpose and description of the content of education	The aim of the module is to extend the students' knowledge to include specialist content that goes beyond their degree programme and to inspire them to search for information on their own. The issues addressed are on the one hand meant to arouse curiosity, and, on the other hand, to indicate the usefulness of interdisciplinary knowledge in professional life as well as in social relations and interactions. They will be connected with current research results or with specialist professional experience. The module offers diverse forms of classes, involving in both innovative and professional ways of conveying knowledge, as well as interactive methods, inspiring students to actively participate in classes. The interdisciplinary assumptions of the module allow for the classes being taught by teachers representing various scientific disciplines, resulting in a multi-faceted presentation of the issues. In addition, the module can be taught in foreign languages. The student selects the subject matter of the classes from the submitted proposals.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
01	The student understands the relationship between humanities, social sciences, natural sciences, exact mathematical sciences, technical sciences and performing, visual and other arts.	OMU.2023_U01 OMU.2023_W01	3 3
02	The student is able to combine information from various fields of knowledge, creating a coherent vision of an interdisciplinary issue.	OMU.2023_U01 OMU.2023_W01	3 3
03	The student is able to search for necessary information in various types of sources and is able to critically select them.	OMU.2023_U01 OMU.2023_W01	3 3
04	The student is able to move freely in the area of concepts pertaining to the issues discussed within the module, presented in detail in the relevant syllabuses.	OMU.2023_U01 OMU.2023_W01	3 3
05	The student develops the need and the habit of accessing source information which goes beyond the content typical to the studied degree programme.	OMU.2023_K01 OMU.2023_U01	2 2

		OMU.2023_W01	2
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9. Methods of conducting classes		
Code	Category	Name (description)
a03	Lecture methods / expository methods	Description <i>a description of objects, phenomena, processes or people; it involves specifying the structure and characteristic features of the object, phenomenon, or process being described; it is usually accompanied by a demonstration of the described object or by its models, drawings, tables, charts, etc.; a description may take the form of an explanation, classification, justification or comparison</i>
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
c07	Demonstration methods	Screen presentation <i>a presentation of synthetic image content using computer graphics, e.g., a series of slides or other multimedia forms, usually accompanied by a commentary; typical components of a screen presentation include text organized into bulleted points, charts, images and animations, sometimes sound effects or music; a multimedia illustration of course content presented in the form of a projected image</i>
d03	Programmed learning methods	Working with another teaching tool <i>e.g. using websites in any way or according to the rules set by the teacher; or making use of other subject-specific tools</i>
f01	Methods of self-learning	Self-education <i>a method which involves independent acquisition of knowledge, skills and social competences, extending their scope and quality; complementary to the learning process taking place in class; taking on the task of developing and adjusting qualifications on one's own; self-study</i>
f02	Methods of self-learning	Individual work with a text <i>searching for and acquiring new information using textbooks and other written sources (including their digital versions); searching for texts, selecting fragments for analysis/interpretation, using other texts to solve a problem related to the studied issue</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
01	depending on the choice	30	course work	01, 02, 03, 04, 05	a03, a05, b04, c07, d03, f01, f02

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a01	Preparation for classes	Search for materials and review activities necessary for class participation <i>reviewing literature, documentation, tools and materials as well as the specifics of the syllabus and the</i>	No

		<i>range of activities indicated in it as required for full participation in classes</i>	
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	No
a04	Preparation for classes	Consulting materials complementary to those indicated in the syllabus <i>agreeing on materials complementary to those indicated in the syllabus, supporting the implementation of tasks resulting from or necessary for class participation</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>	Yes
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class <i>exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class</i>	No
e01	Activities complementary to the classes	Undertaking, on one's own initiative and individually, activities aimed at expanding the scope or depth of the teaching content, also beyond the walls of the University <i>a set of activities undertaken independently and on the student's own initiative, aimed at expanding the depth and scope of knowledge and skills, their revision and repetition, retention or verification, also activities carried outside the university, e.g., in a culture promoting or educational institution, a laboratory, in the open air, etc.; also self-education</i>	Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Physical education</b>
Module code	WF-2023
Number of the ECTS credits	0
Language of instruction	
Purpose and description of the content of education	Academic physical culture should be an integral and complementary part of the general educational program of the university. Physical culture consists of physical education, recreation, sport and tourism. The physical education module is the only area that creates the opportunity for implementing the body- and health-related values and provides a counterbalance to the mental workload of university students. It responds to the changing reality and to a large extent participates in the process of preparing the student for professional adult life as well as the life in the family and in the society. The aim of the classes in this/her module is to become familiar with and to learn the technical elements of the selected sports discipline. Also, to possibly consolidate the skills acquired at a previous stage of education. Thus, the student becomes equipped with the necessary knowledge about physical culture, its history and specific regulations. He/she becomes familiar with the organization of competitions and the recreational and tourist events. Through group cooperation and discipline, the classes develop self-esteem and instill life-long health-promoting attitudes.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
K01	The student observes the rules of "fair play" on the sports field and in everyday life. He/she promotes the social and cultural importance of sport and exercise and cultivates his/her own preferences related to physical culture.		
U01	The student uses sports facilities and equipment in a safe way, practices the correct warm-up and, if necessary, implements appropriate safety measures when exercising.		
U02	The student is able to properly analyze the level of their own physical fitness and motor skills.		
U03	The student is able to cooperate in a group and assume various roles: creating and supporting the attitudes of others, following the instructions of the coach or the teacher, as well as competition, rivalry and responsibility.		
W01	The student has knowledge pertaining to the impact of physical exercise on human health. He/she knows the body needs and the forms of physical activity needed to maintain health, as well as the consequences and risks associated with the lack of exercise.		
W02	The student knows the rules and regulation, rules of the games and the history of the chosen form of exercise.		

9. Methods of conducting classes		
Code	Category	Name (description)
b03	Problem-solving methods	Activating method – educational games <i>learning content in the guise of a rule- and/or principle-based game; conducted in a deliberately arranged situation based on the description of relevant facts and processes; learners compete with one another within the framework of rules laid down by the academic teacher; varieties include simulation games – involving a simulation of real situations; decision games – based on the decision-making process and the recognition of the consequences of the decisions made (e.g., a decision tree); psychological games – increasing the emotional-volitional component of the participants' attitudes</i>
c06	Demonstration methods	Demonstration-imitation <i>a presentation of a model way of performing specific activities accompanied by a commentary; it aims at triggering imitation activities in an individual or in a group of participants observing the activities of the person teaching the course until the right habit is formed through regular exercise; the demonstration-imitation method is combined with a physical practice of activities/behaviours</i>
e05	Practical methods	Internship <i>including professional and individual training; gaining skills and experience in real-life conditions, e.g., in the environment, institution or workplace the student is preparing for by following a specific study programme; training in real working conditions</i>
e06	Practical methods	Observation <i>also conducted as fieldwork; a method of watching phenomena, objects or people in a systematic/planned way in order to gain knowledge about them; perceptual separation of elements of a model action as an element of learning through imitation; a complex system of cognition based on sensory experiences</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
01	practical classes	30	course work	K01, U01, U02, U03, W01, W02	b03, c06, e05, e06

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Practice of the scientific text</b>
Module code	01-KC-S1-PTN
Number of the ECTS credits	1
Language of instruction	Polish
Purpose and description of the content of education	Zadaniem modułu jest zapoznanie osoby studiującej z wyznacznikami stylu naukowego, zarówno na płaszczyźnie gramatycznej, jak i leksykalnej. Ważne jest wykształcenie umiejętności rozpoznawania, a następnie tworzenia poszczególnych gatunków naukowych (np. recenzja, polemika, artykuł, poster naukowy, studium przypadku). Istotnym elementem w trakcie realizacji modułu jest przygotowanie studenta/ studentki do pisania pracy dyplomowej, a zatem doskonalone będą także umiejętności edytorskie, w tym tworzenie bibliografii z wykorzystaniem nowoczesnych narzędzi do tego stworzonych. Osoba studiująca powinna również w trakcie realizacji modułu posiadać umiejętność analizy i krytycznej oceny tekstów naukowych oraz sporządzania ich konspektów.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
PTN_1	ma zaawansowaną wiedzę i zna terminologię dotyczącą gatunków naukowych	KC_W01	4
PTN_2	ma wiedzę dotyczącą prawa autorskiego odnoszącego się do tekstów naukowych	KC_W08	2
PTN_3	potrafi selekcjonować, analizować, interpretować, integrować i oceniać teksty naukowe	KC_U04	4
PTN_4	potrafi korzystać z oprogramowania wspomagającego rozwiązywanie problemów związanych z edycją tekstu naukowego	KC_U05	3
PTN_5	jest gotów_a do przestrzegania zasad etycznych w tworzeniu tekstów naukowych; docenia znaczenie uczciwości intelektualnej w działaniach własnych i innych osób	KC_K04	5

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate

		<p><i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i></p>
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<b>10. Forms of teaching</b>					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
PTN_C	practical classes	15	course work	PTN_1, PTN_2, PTN_3, PTN_4, PTN_5	a05, b04

<b>11. The student's work, apart from participation in classes, includes in particular:</b>			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	<p>Developing practical skills  <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i></p>	Yes
b01	Consulting the curriculum and the organization of classes	<p>Getting acquainted with the syllabus content  <i>reading through the syllabus and getting acquainted with its content</i></p>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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.	<b>General information about the module</b>	
<b>Module name</b>		<b>Professional internships</b>
Module code		01-KC-S1-PZ
Number of the ECTS credits		2
Language of instruction		Polish
Purpose and description of the content of education		Praktyki zawodowe stanowią integralną część programu kształcenia studentów na kierunku komunikacja cyfrowa. Praktyki mają pomóc w skonfrontowaniu wiedzy zdobytej w trakcie studiów z wymaganiami rynku pracy, zdobyciu umiejętności przydatnych w zawodzie, poznaniu praktycznych zagadnień związanych z pracą na stanowiskach, do których student_ka jest przygotowywany_a w trakcie trwania studiów. Praktyki mają oswoić studenta/studentkę z profesjolektami właściwymi dla konkretnej branży oraz kulturą pracy. Praktyki mogą być realizowane w różnego rodzaju instytucjach, zarówno reprezentujących sferę biznesową, jak i instytucje rządowe czy samorządowe, warto także realizować praktyki w instytucjach pozarządowych reprezentujących tzw. III sektor.
List of modules that must be completed before starting this module (if necessary)		not applicable

8.	<b>Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)	
PZ_1	zna metody i procedury wykorzystywane w działalności instytucji reprezentujących sferę biznesową, instytucji promocyjnych, medialnych lub związanych z upowszechnianiem kultury	KC_W07	2	
PZ_2	ma wiedzę z zakresu zarządzania i prowadzenia działalności gospodarczej, w tym ekonomiczno-marketingowych uwarunkowań działalności instytucji reprezentujących sferę biznesową, instytucji promocyjnych, medialnych lub związanych z upowszechnianiem kultury; zna ogólne zasady tworzenia i rozwoju form indywidualnej przedsiębiorczości	KC_W09	2	
PZ_3	potrafi działać w ramach zespołu i odpowiednio zaplanować realizację wskazanego przez siebie lub innych zadania	KC_U08	5	
PZ_4	jest gotów_a do przedsiębiorczego myślenia i działania, uwzględniającego koszty, efekty ekonomiczne, rachunek zysków i strat, opłacalność, rozwiązania kompromisowe	KC_K03	3	
PZ_5	jest gotów_a do przestrzegania zasad etycznych w pracy zawodowej i działalności społecznej	KC_K04	3	

9.	<b>Methods of conducting classes</b>		
Code	Category	Name (description)	
e05	Practical methods	Internship	



		<i>including professional and individual training; gaining skills and experience in real-life conditions, e.g., in the environment, institution or workplace the student is preparing for by following a specific study programme; training in real working conditions</i>
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<b>10. Forms of teaching</b>
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Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
PZ_PRAKT	internship	60	course work	PZ_1, PZ_2, PZ_3, PZ_4, PZ_5	e05

<b>11. The student's work, apart from participation in classes, includes in particular:</b>
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Code	Category	Name (description)	Is it part of the BUNA?
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>	No
d03	Consulting the results of the verification of learning outcomes	Review of internship documentation <i>an analysis of the portfolio of documentation obtained during internship, including professional internship, and other practical classes and studio sessions, as well as the documentation developed in order to obtain credit for such classes; verification of the description, necessary attachments, opinions and grades before submitting the portfolio for acceptance</i>	Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Programming</b>
Module code	01-KC-S1-P
Number of the ECTS credits	4
Language of instruction	Polish
Purpose and description of the content of education	Głównym celem zajęć jest zapoznanie studenta/studentki z metodami dekompozycji problemów programistycznych. Podkreślona też zostanie przewaga uzyskania abstrakcyjnego rozwiązania nad metodą bezpośrednią. Student/studentka zapozna się z metodyką tworzenia podprogramów oraz wynikającymi z niej zagadnieniami widoczności, zasięgu i czasu życia zmiennych oraz rekurencji. Omówione zostaną też paradygmaty rozwiązywania problemów. Wprowadzone zostanie pojęcie algorytmu oraz metody algorytmicznej. Omówione zostaną też zalety, wady i różnice pomiędzy programowaniem proceduralnym a zorientowanym obiektowo.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
P_1	zna techniki obliczeniowe przydatne w informatyce; rozumie znaczenie formalizmu matematycznego oraz posiada wiedzę na temat współczesnych paradygmatów, języków i metod programowania	KC_W01 KC_W05	4 4
P_2	ma użyteczną wiedzę na temat wykorzystywania nowoczesnych aplikacji oraz systemów informatycznych w zakresie projektowania i rozwoju oprogramowania	KC_U05 KC_W08	5 5
P_3	ma umiejętność stosowania metod matematycznych i technik IT do rozwiązywania problemów informatycznych i potrafi użyć formalizmu matematycznego do precyzyjnego opisu zadań informatycznych o charakterze praktycznym	KC_U05 KC_U06	5 5
P_4	ma umiejętność wykorzystania paradygmatów i metod programowania oraz technik algorytmicznych w komunikacji oraz potrafi określić kierunki dalszego uczenia się oraz zrealizować proces samokształcenia się z wykorzystaniem źródeł elektronicznych	KC_K01 KC_U04 KC_U05	3 3 4
P_5	rozumie znaczenie nauk technicznych dla rozwoju cywilizacji, pojmując interdyscyplinarny charakter umiejętności programowania; dostrzega i docenia rolę oraz znaczenie systemów otwartych i wolnego oprogramowania dla rozwoju społeczeństwa, podejmuje starania propagujące wolne oprogramowanie	KC_K04 KC_W08	4 3

9. Methods of conducting classes		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
d01	Programmed learning methods	Working with a computer <i>e.g., Webquest; implementation of educational tasks using electronic and digital devices, computer programs and Internet applications; the academic teacher acts as a consultant; students' work is carried out step by step according to the plan laid own by the person teaching the course and following his instructions, and proceeds towards producing the indicated results within the set deadline</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
P_L	laboratory classes	45	course work	P_1, P_2, P_3, P_4, P_5	a05, b04, d01

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7.</b>	<b>General information about the module</b>	
<b>Module name</b>	<b>Project management methodologies and standards</b>	
Module code	01-KC-S1-MSZP	
Number of the ECTS credits	2	
Language of instruction	Polish	
Purpose and description of the content of education	Celem zajęć jest omówienie różnych podejść do zarządzania projektami, takich jak metodyka kaskadowa, metodyka zwinna oraz podejścia hybrydowe, z uwzględnieniem ich zalet oraz wad, a także odpowiedniości w różnych kontekstach projektowych. Przedstawione zostaną także międzynarodowe standardy zarządzania projektami takie jak PMBOK czy Prince2 (Projects in Controlled Environments oraz ich znaczenie dla praktyki zarządzania projektami). W trakcie zajęć wykorzystane będą praktyczne narzędzia IT do zarządzania projektami i ich zastosowania przy realizacji własnych projektów.	
List of modules that must be completed before starting this module (if necessary)	not applicable	

<b>8.</b>	<b>Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)	
MSZP_1	zna różne metodyki projektowe oraz międzynarodowe standardy zarządzania projektem	KC_W01	5	
MSZP_2	rozumie i omawia różne podejścia do zarządzania projektami	KC_W09	5	
MSZP_3	potrafi dobrać adekwatną metodykę projektową dla konkretnego przedsięwzięcia	KC_U02	4	
MSZP_4	zna specyficzne role projektowe dla wybranych metodyk i podejść projektowych	KC_U08	4	
MSZP_5	potrafi zaplanować zasoby projektowe, uwzględniając konkretne uwarunkowania i ograniczenia organizacji	KC_K03	4	

<b>9.</b>	<b>Methods of conducting classes</b>		
Code	Category	Name (description)	
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>	
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and</i>	

		<i>turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
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10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
MSZP_C	practical classes	30	course work	MSZP_1, MSZP_2, MSZP_3, MSZP_4, MSZP_5	a05, b04

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	Yes
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Rhetoric, argumentation, persuasion</b>
Module code	01-KC-S1-RAP
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	Moduł zapoznaje osobę studiującą z wiadomościami z zakresu retoryki i nowej retoryki. Student/ka analizuje różne typy argumentacji, poznaje środki perswazji i sposoby ich zastosowania w reklamie, polityce, propagandzie, a także komunikacji interpersonalnej. Zapoznaje się z bezpośrednimi i pośrednimi aktami mowy. Rozpoznaje manipulację językową i pozajęzykową. Uczy się posługiwania strategiami w różnych typach komunikacji. Odróżnia perswazję od manipulacji. Potrafi zastosować działania mające na celu kierowanie postawami i/lub zachowaniami ludzkimi.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
RAP_1	ma zaawansowaną wiedzę i zna terminologię z zakresu retoryki, argumentacji i perswazji	KC_W01	3
RAP_2	ma wiedzę z zakresu komunikacji interpersonalnej, medialnej, retoryki i umiejętności perswadowania	KC_W02	5
RAP_3	potrafi w procesie perswazji diagnozować potrzeby różnych odbiorców w komunikacji tradycyjnej i cyfrowej	KC_U01	3
RAP_4	potrafi brać udział w debacie, wyrażać krytyczne opinie, merytorycznie i logicznie argumentować	KC_U07	5
RAP_5	jest gotów_a do uczestniczenia w życiu społecznym i poprzez dobór odpowiednich argumentów i środków perswazji do podejmowania działań wspierających dziedzictwo kulturowe	KC_K02	2

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate

		<p><i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i></p>
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<b>10. Forms of teaching</b>					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
RAP_C	practical classes	30	course work	RAP_1, RAP_2, RAP_3, RAP_4, RAP_5	a05, b04

<b>11. The student's work, apart from participation in classes, includes in particular:</b>			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	<p>Developing practical skills  <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i></p>	Yes
b01	Consulting the curriculum and the organization of classes	<p>Getting acquainted with the syllabus content  <i>reading through the syllabus and getting acquainted with its content</i></p>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

<b>1.</b>	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7.</b>	<b>General information about the module</b>	
<b>Module name</b>	<b>Risk management</b>	
Module code	01-KC-S1-ZR	
Number of the ECTS credits	3	
Language of instruction	Polish	
Purpose and description of the content of education	Celem zajęć jest poznanie metod identyfikacji ryzyka w realizacji różnorodnych przedsięwzięć, a także metod oceny ryzyka w ujęciu ilościowym i jakościowym. Ponadto ich celem jest przedstawienie podstaw teoretycznych problematyki niepewności i ryzyka jako uwarunkowań działalności współczesnych organizacji, a także narzędzi redukcji ryzyka w działalności gospodarczej. Dzięki zajęciom osoby studiujące nabędą umiejętności rozpoznania źródeł ryzyka, a także umiejętności posługiwania się metodami zarządzania ryzykiem, tworzenia planu i strategii ryzyka i dopasowywania do nich odpowiednich narzędzi. Ponadto uwzględniona zostanie tematyka, związana z ryzykiem w zarządzaniu projektami, a także międzynarodowe standardy zarządzania ryzykiem.	
List of modules that must be completed before starting this module (if necessary)	not applicable	

<b>8.</b>	<b>Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)	
ZR_1	posiada wiedzę z zakresu ryzyka, jego rodzajów i źródeł. Potrafi określić różnice między ryzykiem a niepewnością, zna ilościowe i jakościowe metody oceny ryzyka	KC_W08	4	
ZR_2	potrafi wymienić najważniejsze rodzaje ryzyka związane z prowadzeniem działalności gospodarczej, klasyfikuje najczęściej stosowane metody zabezpieczeń przed ryzykiem w zależności od rodzaju prowadzonej działalności	KC_W09	5	
ZR_3	potrafi stosować wiedzę na temat zagrożeń oraz metod i procedur przeciwdziałania nim	KC_U03	4	
ZR_4	potrafi działać w ramach zespołu, jest gotowy/gotowa do pracy w grupie, potrafi podejmować decyzje w warunkach ryzyka	KC_U08	3	
ZR_5	potrafi porównać organizacje nastawione na zarządzanie ryzykiem a tradycyjne, umie zastosować narzędzia redukcji ryzyka w działalności gospodarczej	KC_K03	4	

<b>9.</b>	<b>Methods of conducting classes</b>		
Code	Category	Name (description)	
a01	Lecture methods / expository methods	Formal lecture/ course-related lecture	



		<i>a systematic course of study involving a synthetic presentation of an academic discipline; its implementation assumes a passive reception of the information provided</i>
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
ZR_C	practical classes	15	course work	ZR_3, ZR_4, ZR_5	a05, b04
ZR_W	lecture	15	exam	ZR_1, ZR_2	a01

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	Yes
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Self-presentation and PR workshops</b>
Module code	01-KC-S1-WABW
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	Celem zajęć jest wypracowanie umiejętności skutecznej autoprezentacji, rozumianej jako sztuka wywierania określonego wrażenia w interakcjach społecznych. Osoby studiujące są zaznajamiane z różnymi technikami autoprezentacyjnymi, poznają dotychczasowy stan badań nad autoprezentacją, przygotowują się do podejmowania świadomych działań zmierzających do kreowania wizerunku. Poznają zasady autoprezentacyjnej komunikacji werbalnej i niewerbalnej, dress code'u i etykiety językowej.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
WABW_1	ma wiedzę z zakresu retoryki i umiejętności perswadowania, rozumie warunkujące komunikację publiczną zasady społecznego funkcjonowania człowieka	KC_W02	4
WABW_2	zna metody i procedury wykorzystywane w wystąpieniach autoprezentacyjnych realizowanych w ramach działalności instytucji promocyjnych, medialnych i związanych z upowszechnianiem kultury	KC_W07	3
WABW_3	potrafi wykorzystywać wiedzę dotyczącą pragmatycznych aspektów zastosowania języka w wystąpieniach autoprezentacyjnych realizowanych w ramach działalności kulturalnej, medialnej i biznesowej	KC_U01	4
WABW_4	potrafi w trakcie wystąpień autoprezentacyjnych dopasowywać język tekstu do sytuacji komunikacyjnej i przestrzegać zasad etykiety językowej	KC_U07	5
WABW_5	jest gotów_a do przestrzegania zasad etycznych w pracy zawodowej i działalności społecznej w zakresie wystąpień autoprezentacyjnych	KC_K04	3

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>

b04	Problem-solving methods	<p>Activating method – discussion / debate  <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i></p>
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<b>10. Forms of teaching</b>					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
WABW_Wr	workshop	30	course work	WABW_1, WABW_2, WABW_3, WABW_4, WABW_5	a05, b04

<b>11. The student's work, apart from participation in classes, includes in particular:</b>			
Code	Category	Name (description)	Is it part of the BUNA?
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	No
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No
c03	Preparation for verification of learning outcomes	Implementation of an individual or group assignment necessary for course/phase/ examination completion <i>a set of activities aimed at performing an assigned task, to be executed out of class, as an obligatory phase/element of the verification of the learning outcomes assigned to the course</i>	Yes

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1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Social media</b>
Module code	01-KC-S1-MS
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	Moduł ma na celu wyposażenie osób studiujących w praktyczną wiedzę na temat specyfiki komunikacji w środowisku mediów społecznościowych oraz sposobów zarządzania mediami społecznościowymi z wykorzystaniem najnowszych narzędzi cyfrowych. W trakcie cyklu omówione zostaną kwestie dotyczące charakterystyki mediów społecznościowych, trendy z nimi związane i kwestie związane z taktykami komunikacji, w tym zagadnienia dotyczące m.in. content marketingu czy influence marketingu. Moduł ma charakter praktyczny – studenci nabędą wiedzę i umiejętności na temat mediów społecznościowych w trakcie warsztatów, podczas których będą pracować w zespołach nad przygotowaniem projektu dotyczącego pracy w przestrzeni social media.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
MS_1	ma wiedzę z zakresu opracowania treści cyfrowych dla różnorodnych grup odbiorców; ma wiedzę na temat sposobów określania i językowej identyfikacji odbiorców tekstów, jakie pojawiają się w mediach społecznościowych	KC_W04	5
MS_2	ma wiedzę na temat charakterystyki i sposobów zarządzania mediami społecznościowymi, zna pojęcia i terminy związane z mediami społecznościowymi	KC_W07	3
MS_3	potrafi wykorzystywać w praktyce wiedzę na temat technik pozyskiwania i analizy danych do zarządzania mediami społecznościowymi	KC_U03	4
MS_4	potrafi samodzielnie zdobywać i poszerzać wiedzę na temat najnowszych trendów w mediach społecznościowych i komunikacji cyfrowej	KC_U04	4
MS_5	potrafi myśleć i działać w sposób przedsiębiorczy podczas zarządzania mediami społecznościowymi oraz podczas działalności w obszarze komunikacji cyfrowej	KC_K03	3

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification

		<i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	<p>Activating method – discussion / debate</p> <p><i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i></p>

<b>10. Forms of teaching</b>					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
MS_C	practical classes	30	course work	MS_1, MS_2, MS_3, MS_4, MS_5	a05, b04

<b>11. The student's work, apart from participation in classes, includes in particular:</b>			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	<p>Developing practical skills</p> <p><i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i></p>	Yes
b01	Consulting the curriculum and the organization of classes	<p>Getting acquainted with the syllabus content</p> <p><i>reading through the syllabus and getting acquainted with its content</i></p>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Targeted programming</b>
Module code	01-KC-S1-PU
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	Głównym celem zajęć jest rozwinięcie wiedzy osób studiujących o specjalistyczne metody umożliwiające analizę problemów stawianych w komunikacji cyfrowej. Kolejnym celem jest poszerzenie kompetencji studentów/studentek o znajomość i umiejętność wykorzystania zaawansowanych typów danych, nowoczesnych algorytmów oraz niestandardowych, specjalistycznych bibliotek programistycznych.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
PU_1	posiada wiedzę o metodach i technikach pozyskiwania i analizy danych w komunikacji oraz użytkową wiedzę na temat wykorzystywania nowoczesnych aplikacji oraz systemów informatycznych do celów użytkowych i komunikacyjnych oraz w zakresie projektowania i rozwoju oprogramowania	KC_U03 KC_W01 KC_W03 KC_W06	5 3 4 5
PU_2	zna zakres posiadanej przez siebie wiedzy i własnych umiejętności, potrafi określić kierunki dalszego uczenia się oraz zrealizować proces samokształcenia się z wykorzystaniem źródeł elektronicznych	KC_U03 KC_U09	4 3
PU_3	zna i używa praktyczne metody rozwiązania problemów informatycznych i komunikacyjnych	KC_K01 KC_U05 KC_U06	3 5 5
PU_4	rozumie znaczenie nauk technicznych dla rozwoju cywilizacji, pojmuje interdyscyplinarny charakter umiejętności programowania; dostrzega i docenia rolę oraz znaczenie systemów otwartych i wolnego oprogramowania dla rozwoju społeczeństwa, podejmuje starania propagujące wolne oprogramowanie	KC_K04 KC_W08	3 4

9. Methods of conducting classes		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
d01	Programmed learning methods	Working with a computer <i>e.g., Webquest; implementation of educational tasks using electronic and digital devices, computer programs and Internet applications; the academic teacher acts as a consultant; students' work is carried out step by step according to the plan laid own by the person teaching the course and following his instructions, and proceeds towards producing the indicated results within the set deadline</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
PU_L	laboratory classes	30	course work	PU_1, PU_2, PU_3, PU_4	a05, b04, d01

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.

1.	<b>Field of study</b>	<b>Digital communication</b>
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

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Team management</b>
Module code	01-KC-S1-ZZ
Number of the ECTS credits	3
Language of instruction	Polish
Purpose and description of the content of education	Celem zajęć jest przekazanie osobom studiującym wiedzy na temat funkcjonowania współczesnych organizacji, w związku z czwartą rewolucją przemysłową, a także nowoczesnych trendów w zarządzaniu procesami oraz zespołami we współczesnych organizacjach. W czasie zajęć poruszone zostaną zagadnienia, związane z praktycznymi zasadami zarządzania procesami w organizacji oraz zarządzania zespołami (w tym wirtualnymi i międzykulturowymi). Przedstawione zostaną typologie grup i zespołów w środowisku pracy. Osoby studiujące naberą umiejętności, związane z analizowaniem procesów zachodzących w otoczeniu organizacyjnym i na rynku pracy. Celem jest również kształtowanie umiejętności rozwoju osobistego i współpracy zespołowej oraz międzyzespołowej (w tym także w środowisku międzykulturowym), zarządzania kompetencjami, umiejętności liderkich, a także delegowania zadań i uprawnień.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
ZZ_1	ma wiedzę o zarządzaniu jako nauce społecznej, rozumie uwarunkowania społeczeństwa informacyjnego	KC_W01	3
ZZ_2	wie na czym polega zarządzanie zespołami we współczesnych organizacjach	KC_W02	5
ZZ_3	zna rozwiązania usprawniające pracę zespołową i zapewniającą właściwe porozumiewanie się	KC_U01	4
ZZ_4	umie identyfikować role pełnione w zespole oraz style przewodzenia	KC_U08	5
ZZ_5	potrafi wskazać swoje kompetencje dla pełnienia różnych ról w zespole	KC_K04	3

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b04	Problem-solving methods	Activating method – discussion / debate



		<p><i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i></p>
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10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
ZZ_C	practical classes	30	course work	ZZ_1, ZZ_2, ZZ_3, ZZ_4, ZZ_5	a05, b04

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	Yes
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.