



### COURSE SPECIFICATION

Course code	full-time studies	<b>Z-ZB-E-110</b>
	part-time studies	-
Course title in English	<b>Introduction to Prescriptive Linguistics</b>	
Course title in Polish	<b>Wstęp do kultury języka</b>	
Valid from academic year	<b>2025/2026</b>	

### PLACEMENT IN THE TEACHING PROGRAM

Programme of study	<b>BUSINESS MANAGMENT</b>
Level of education	<b>1<sup>st</sup> degree</b>
Studies profile	<b>academic</b>
Form and mode of study	<b>full-time programme</b>
Scope	<b>all</b>
Academic unit responsible for the course	<b>Department of Management and Organization</b>
Course coordinator	<b>dr Anna Sołtys</b>
Approved by	<b>dr hab. inż. Dariusz Bojczuk, prof. uczelni</b>

### GENERAL CHARACTERISTIC OF THE COURSE

Teaching block		<b>Subject of general education</b>
Course status		<b>Obligatory</b>
Language of instruction		<b>English</b>
Semester of delivery	full-time studies	<b>Semester I</b>
	part-time-studies	-
Prerequisites		<b>NO</b>
Exam (YES/NO)		<b>NO</b>
ECTS		<b>2</b>

Method of conducting classes		lecture	classes	laboratory	project	other
Number of hours per semester	full-time	<b>15</b>	<b>15</b>			
	part-time					



### LEARNING OUTCOMES

Category	Outcome code	Course learning outcomes	Reference to the directional learning effect
Knowledge	W01	The student has a structured knowledge of contemporary, communication in the mother tongue, the difference between oral and written communication, linguistic norms, oriented towards practical applications.	ZB1_W10
	W02	Understands the principles of linguistic communication in different types of texts.	ZB1_W10
	W03	Knows the types of linguistic errors.	ZB1_W10
Skills	U01	Analyses and evaluates linguistic phenomena in texts.	ZB1_U08
	U02	Edits various types of texts according to the principles of contemporary linguistic norms.	ZB1_U08
	U03	Knows how to eliminate linguistic errors from oral and written expression.	ZB1_U08
Social competences	K01	Understands the need to learn and improve his/her own language skills.	ZB1_K02
	K02	Is aware of the importance of language culture in the context of national identity and language in various spheres of social activity.	ZB1_K02 ZB1_K03 ZB1_K07

### COURSE CONTENT

Method of conducting classes	Course content
lecture	Language and its functions. Linguistic communication. Functions of linguistic texts. Appropriate use of language. Culture of language. System, norm, usus. Criteria of linguistic correctness. Innovation and error. Linguistic efficiency. Differentiation of contemporary Polish language. Correctness: phonetic, inflectional, syntactic, lexical, orthographic, punctuation. Stylistic features of various types of texts, especially official and scientific ones. Specialised languages and terminology.
classes	Components of language culture ( including word ethics and word aesthetics). Linguistic norms and their codification. Types of linguistic errors at all levels of language as a system of signs (orthographic, punctuation, phonetic, inflectional, word formation, lexical, syntactic, phraseological, stylistic). Recognition of innovations, errors and linguistic faults on exemplary material. Criteria of linguistic correctness. Phenomena occurring in contemporary Polish. Stylistic diversity and the stylistic appropriateness of statements in relation to the communicative situation (e.g. linguistic etiquette).

### METHODS FOR VERIFYING LEARNING OUTCOMES

Outcome code	Learning outcomes verification methods					
	Oral examination	Written examination	Test	Project	Report	Other
W01			X			
W02			X			
W03			X			
U01						X
U02						X
U03						X
K01						X
K02						X



### FORM AND CONDITIONS OF ASSESSMENT

Form of classes	Assessment type	Assessment Criteria
lecture	Credit with grade	Final test and attendance at classes
classes	Credit with grade	Active participation in classes, written final test.

### STUDENT WORKLOAD

ECTS Balance							
No.	Activity type	Student workload					Unit
		full-time					
1.	Scheduled contact hours	W	C	L	P	S	h
		15	15				
2.	Other (consultations, exams)	2	2				h
3.	Total number of contact hours	34					h
4.	Number of ECTS credits for contact hours	1,4					ECTS
5.	Number of hours of independent student work	16					h
6.	Number of ECTS points that a student obtains through independent work	0,6					ECTS
7.	Workload related to practical classes	25					h
8.	Number of ECTS credit points which a student receives for practical classes	1,0					ECTS
9.	Total number of hours of a student's work	50					
10.	ECTS credits for the course <i>1 1 ECTS credit =25 student learning hours</i>	2					ECTS

W - LECTURE C - CLASSES L - LABORATORY P - PROJECT S - SEMINAR

### READING LIST

1. Basic concepts of linguistics J. Hana – UFAL, Charles University,  
<https://ufal.mff.cuni.cz/~hana/teaching/ling1/Ling1-01-intro.pdf>
- 2.