



COURSE SPECIFICATION

Course code	full-time studies	Z-ZB-E-403
	part-time studies	-
Course title in English	Psychology and sociology in business	
Course title in Polish	Psychologia i socjologia w biznesie	
Valid from academic year	2025/2026	

PLACEMENT IN THE TEACHING PROGRAM

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

GENERAL CHARACTERISTIC OF THE COURSE

Teaching block		Directional subject
Course status		Obligatory
Language of instruction		English
Semester of delivery	full-time studies	Semester IV
	part-time-studies	-
Prerequisites		NO
Exam (YES/NO)		NO
ECTS		1

Method of conducting classes		lecture	classes	laboratory	project	other
Number of hours per semester	full-time	20				
	part-time					



LEARNING OUTCOMES

Category	Outcome code	Course learning outcomes	Reference to the directional learning effect
Knowledge	W01	The student has knowledge of human behaviour in society.	ZB1_W05
	W02	The student has knowledge about cultural norms, values and social interaction in the field of management.	ZB1_W08
	W03	The student is familiar with the rules of effective communication in business situations.	ZB1_W10
Social competences	K01	The student is able to cooperate and work in a group, as well as assume various social roles.	ZB1_K03
	K02	The student is able to express his views and opinions with respect to others.	ZB1_K07

COURSE CONTENT

Method of conducting classes	Course content
lecture	Introduction to psychology and sociology. The place and role of both disciplines in business. Coaching (including business coaching) as a communication and management tool in business. Stereotypes, prejudice and discrimination. Influencing people. Attitudes and attitude change. Group processes. Society and culture. The concept of culture: cultural values and norms, cultural diversity, ethnocentrism, multiculturalism. Human socialization process, social roles and social identity. Social cognition - how we think about the world. Social perception - how we come to understand others. Justifying one's own behavior. Human work as an essential part of living in society.

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			
K01			X			
K02			X			

FORM AND CONDITIONS OF ASSESSMENT

Form of classes	Assessment type	Assessment Criteria
lecture	Credit with grade	Semester colloquium.



STUDENT WORKLOAD

ECTS Balance							
No.	Activity type	Student workload					Unit
		full-time					
1.	Scheduled contact hours	W	C	L	P	S	h
		20					
2.	Other (consultations, exams)	2					h
3.	Total number of contact hours	22					h
4.	Number of ECTS credits for contact hours	0,9					ECTS
5.	Number of hours of independent student work	3					h
6.	Number of ECTS points that a student obtains through independent work	0,1					ECTS
7.	Workload related to practical classes	0					h
8.	Number of ECTS credit points which a student receives for practical classes	0,0					ECTS
9.	Total number of hours of a student's work	25					
10.	ECTS credits for the course <i>1 1 ECTS credit =25 student learning hours</i>	1					ECTS

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

READING LIST

1. Cialdini R. B. (2006), *Influence: The Psychology of Persuasion*, Collins Business Essential.
2. Hofstede G., Gert Jan Hofstede G. J., Minkov M. (2010), *Cultures and Organizations: Software of the Mind*, Mc Graw Hill.
3. Aronson, E., Wilson, T. D., & Akert, R. M. (1994). *Social psychology: The heart and the mind*. HarperCollins College Publishers.