



## Subject card

|   |   |  |  |                                     |  |            |     |
|---|---|--|--|-------------------------------------|--|------------|-----|
| Subject name and code                       | NEW MEDIA ORGANIZATION MANAGEMENT, PG_00061009  |  |  |                                     |  |            |     |
| Field of study                              | Management, Management  |  |  |                                     |  |            |     |
| Date of commencement of studies             | October 2024  |  | Academic year of realisation of subject  |                                     | 2025/2026  |            |     |
| Education level                             | second-cycle studies  |  | Subject group  |                                     | Optional subject group   |            |     |
| Mode of study                               | Part-time studies   |  | Mode of delivery   |                                     | at the university  |            |     |
| Year of study                               | 2   |  | Language of instruction  |                                     | Polish   |            |     |
| Semester of study                           | 3   |  | ECTS credits   |                                     | 2.0  |            |     |
| Learning profile                            | general academic profile  |  | Assessment form  |                                     | assessment   |            |     |
| Conducting unit                             | Department Of Management -> Faculty Of Management And Economics -> Wydziały Politechniki Gdańskiej  |  |  |                                     |  |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor  |  | prof. dr hab. Jan Kreft  |                                     |  |            |     |
|   | Teachers  |  | prof. dr hab. Jan Kreft  |                                     |  |            |     |
| Lesson types and methods of instruction     | Lesson type   | Lecture  | Tutorial   | Laboratory                          | Project  | Seminar    | SUM |
|   | Number of study hours   | 16.0   | 0.0  | 0.0                                 | 0.0  | 0.0        | 16  |
|   | E-learning hours included: 0.0  |  |  |                                     |  |            |     |
| Learning activity and number of study hours | Learning activity   | Participation in didactic classes included in study plan |  | Participation in consultation hours |  | Self-study | SUM |
|   | Number of study hours   | 16   |  | 4.0                                 |  | 30.0       | 50  |
| Subject objectives                          | Analyzes and evaluates management processes in new media organizations, taking into account the legal and ethical context   |  |  |                                     |  |            |     |
| Learning outcomes                           | Course outcome  |  | Subject outcome  |                                     | Method of verification   |            |     |
|   | [K7_K01] recognizes the importance of knowledge related to the field of study in solving cognitive and practical problems   |  | explains cognitive and practical economic problems based on the knowledge acquired in the field of study |                                     | [SK5] Assessment of ability to solve problems that arise in practice |            |     |
|   | [K7_W04] analyzes complex management problems in an in-depth way on the basis of reliable data and properly selected methods, obtaining logical solutions   |  | analyzes in-depth the problems of managing new media organizations                                       |                                     | [SW1] Assessment of factual knowledge                                |            |     |
| Subject contents                            | Managing a media organization ideal case study<br>Anti-competitive organizations case studies<br>Why must Google and Facebook fail? Towards the blockchain<br>Sacralization of the Silicon Valley organization<br>Self-mythologizing redefinition of Google, Facebook, Amazon, Spotify<br>Management and the atrophy of borders + the problem of disruptive innovation<br>Metaphors, aporias and myths, mythologizing organizations, resources/processes, competences<br>The myth of equality and the asymmetry of dependence (producers vs distributors in new media). Case studies: Facebook (Instant Articles) |  |  |                                     |  |            |     |
| Prerequisites and co-requisites             |   |  |  |                                     |  |            |     |
| Assessment methods and criteria             | Subject passing criteria  |  | Passing threshold  |                                     | Percentage of the final grade  |            |     |
|   | Final test  |  | 51.0%  |                                     | 100.0%   |            |     |

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| Recommended reading  | Basic literature  | <p>Alvesson M., (1990). Organization: From Substance to Image, w: Organization Studies, 11(3): s. 373394</p> <p>Boje, D. M., Fedor, D. B., &amp; Rowland, K. M. (1982). Myth making: A qualitative step in OD interventions. The Journal of Applied Behavioral Science, 18(1), 17-28</p> <p>Celiński, P. (2013). Postmedia. Cyfrowy kod i bazy danych, Lublin: Wydawnictwo UMCS</p> <p>Hatch Jo. M. (2002). Teoria organizacji. Warszawa: Wydawnictwo Naukowe PWN</p> <p>Kreft J. (2019). Władza algorytmów. U źródeł potęgi Google i facebooka. Kraków: Wydawnictwo Uniwersytetu Jagiellońskiego</p> <p>Kreft J. (2015). Za fasadą społeczności, Kraków: Wydawnictwo Uniwersytetu Jagiellońskiego</p> |
|  | Supplementary literature  | .  |
|  | eResources addresses  | Adresy na platformie eNauczanie:   |
| Example issues/<br>example questions/<br>tasks being completed | <p>Strategy analysis: Google, WeChat, Baidu, Alibaba, Facebook, Twitter, YouTube, Instagram, Wikipedia, etc.</p> <p>Start-ups and monopolies</p> <p>Big data and strategic management</p> <p>Appropriation of values</p> <p>Analysis of the consequences of dependency asymmetry</p> <p>The problem of fake news and organization management</p> <p>The problem of media power</p> <p>Ad-blocking strategy</p> <p>Sacralization of new media organization resources</p> |  |
| Work placement   | Not applicable  |  |

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