



Subject card

Subject name and code	NEW MEDIA ORGANIZATION MANAGEMENT, PG_00061066						
Field of study	Management, Management						
Date of commencement of studies	February 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 (on-line)		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		2.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Management -> Faculty of Management and Economics						
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 Anti-competitive organizations case studies Why must Google and Facebook fail? Towards the blockchain Sacralization of the Silicon Valley organization Self-mythologizing redefinition of Google, Facebook, Amazon, Spotify Management and the atrophy of borders + the problem of disruptive innovation Metaphors, aporias and myths, mythologizing organizations, resources/processes, competences 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%		

Recommended reading	Basic literature	Alvesson M., (1990). Organization: From Substance to Image, w: Organization Studies, 11(3): s. 373394 Boje, D. M., Fedor, D. B., & Rowland, K. M. (1982). Myth making: A qualitative step in OD interventions. The Journal of Applied Behavioral Science, 18(1), 17-28 Celiński, P. (2013). Postmedia. Cyfrowy kod i bazy danych, Lublin: Wydawnictwo UMCS Hatch Jo. M. (2002). Teoria organizacji. Warszawa: Wydawnictwo Naukowe PWN Kreft J. (2019). Władza algorytmów. U źródeł potęgi Google i facebooka. Kraków: Wydawnictwo Uniwersytetu Jagiellońskiego Kreft J. (2015). Za fasadą społeczności, Kraków: Wydawnictwo Uniwersytetu Jagiellońskiego
	Supplementary literature	None
	eResources addresses	Adresy na platformie eNauczenie:
Example issues/ example questions/ tasks being completed	Strategy analysis: Google, WeChat, Baidu, Alibaba, Facebook, Twitter, YouTube, Instagram, Wikipedia, etc. Start-ups and monopolies Big data and strategic management Appropriation of values Analysis of the consequences of dependency asymmetry The problem of fake news and organization management The problem of media power Ad-blocking strategy Sacralization of new media organization resources	
Work placement	Not applicable	

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