



Subject card

Subject name and code	, PG_00053115						
Field of study	Management, Management						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2024/2025		
Education level	second-cycle studies	Subject group			Optional subject group Subject group related to scientific research in the field of study		
Mode of study	Part-time studies	Mode of delivery			blended-learning		
Year of study	2	Language of instruction			Polish none		
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						
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: 12.0						
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	2.0		32.0	50	
Subject objectives	Getting to know the most important concepts related to the management of media and technology organizations. Based on case studies, a critical interpretation of the strategies of the most important entities, the role of myths in management and the introduction to the concept of humanistic management.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K7_W13] knows the legal aspects and principles of industrial property and copyright protection, as well as the necessity of managing intellectual property resources	The student knows the interpretations of the influence of the media, including those related to algorithmic management			[SW3] Assessment of knowledge contained in written work and projects [SW1] Assessment of factual knowledge		
	[K7_W02] has an in-depth knowledge of classical and modern management concepts and their application in the management of modern organizations of various types	Understands socio-economic processes and the impact of technology regarding the evolution of new media			[SW3] Assessment of knowledge contained in written work and projects [SW2] Assessment of knowledge contained in presentation		
	[K7_U02] analyses complex economic processes and phenomena using selected methods and techniques for analysing socio-economic data, and formulates their own opinions and conclusions concerning these processes and phenomena	He knows and understands new media management processes and media functions			[SU3] Assessment of ability to use knowledge gained from the subject [SU1] Assessment of task fulfilment		

Subject contents	Management of the ideal media organization - case studies Anti-competitive organizations - case studies Why do Google and Facebook have to collapse? Towards the blockchain. Sacralization of the organization - Silicon Valley Automitologizing - redefinition of Google, Facebook, Amazon, Spotify Management and the atrophy of borders + the problem of destructive innovation. Metaphors, apories and myths - mythologizing the organization, resources / processes, competences The myth of equality and the asymmetry of dependence (producers v. Distributors of new media). Case Studies: Facebook (Instant Articles)		
Prerequisites and co-requisites	Knowledge of basic terms related to the management of organizations		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	evaluation work	51.0%	100.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 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	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	
	eResources addresses	Podstawowe https://www.researchgate.net/profile/David-Boje/publication/250959220_Myth_Making_A_Qualitative_Step_in_OD_Interventions/links/57d8207008ae5f03b4984ada/Myth-Making-A-Qualitative-Step-in-OD-Interventions.pdf - D. Boje, Myth Making, pdf Uzupełniające Adresy na platformie eNauczenie: Zarządzanie organizacją nowych mediów - Moodle ID: 26689 https://enauczenie.pg.edu.pl/moodle/course/view.php?id=26689 Zarządzanie organizacją nowych mediów (NSTAC) - Moodle ID: 26692 https://enauczenie.pg.edu.pl/moodle/course/view.php?id=26692	
Example issues/ example questions/ tasks being completed	Strategy analysis: Google, WeChat, Baidu, Alibaba, Facebook, Twitter, YouTube, Instagram, Wikipedia, etc. Start-ups monopoly. Big data and critical management. Appropriation of values. Analysis of asymmetry. The problem of fake news and management management. The problem of power. Ad-blocking strategy. Sacralization of the resources of a new media organization		
Work placement	Not applicable		

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