



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 (on-line)	Mode of delivery			blended-learning		
Year of study	2	Language of instruction			Polish 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						
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	Knows the basics of managing a digital media organization, using various tools, making decisions based on the interpretation of obtained results						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[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		implements competent decisions on the organizational form of enterprises and small institutions based on the acquired management knowledge, ensuring the maintenance of economic, social and environmental values		[SU3] Assessment of ability to use knowledge gained from the subject		
	[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		analyses management processes in depth, using appropriate methods of analysing problems specific to the relevant areas of the organisation		[SW1] Assessment of factual knowledge		
	[K7_W13] knows the legal aspects and principles of industrial property and copyright protection, as well as the necessity of managing intellectual property resources		implements legal principles, including property protection and intellectual property		[SW3] Assessment of knowledge contained in written work and projects		
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 works		51.0%		100.0%		

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	<p>Drażek Z., Niemczynowicz B.: Zarządzanie strategiczne przedsiębiorstwem, PWE, 2003</p> <p>Kreft J., Władza algorytmów, Universitas</p> <p>Kreft J. Władza platform, Universitas</p> <p>da Silva (2024). Value Creation in Technology-Driven Ecosystems: Role of Coopetition in Industrial Networks</p>
	eResources addresses	<p>Podstawowe</p> <p><a href="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">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</a> - D. Boje, Myth Making, pdf</p> <p>Uzupełniające</p> <p>Adresy na platformie eNauczenie:</p> <p>Zarządzanie organizacją nowych mediów (NSTAC) - Moodle ID: 26692  <a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=26692">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=26692</a></p> <p>Zarządzanie organizacją nowych mediów - Moodle ID: 26689  <a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=26689">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=26689</a></p> <p>Zarządzanie organizacją nowych mediów on-line - Moodle ID: 40062  <a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=40062">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=40062</a></p>
Example issues/ example questions/ tasks being completed	<p>List the methods of strategic analysis  List the barriers / exits to entry into the media sector  Discuss the Case Studies  Characterize the types and methodology of creating future scenarios</p>	
Work placement	Not applicable	

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