



Subject card

Subject name and code	PSYCHOLOGY, PG_00071070						
Field of study	Economic Analytics						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	second-cycle studies		Subject group		Obligatory subject group in the field of study		
Mode of study	Full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		English		
Semester of study	1		ECTS credits		3.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Human Capital -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Paweł Ziemiański				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	30.0	0.0	0.0	0.0	45
	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	45		3.0		27.0	75
Subject objectives	The aim of the course is to prepare students to understand the psychological determinants of human behaviour and decision-making based on knowledge of fundamental psychological theories and research methods, as well as to develop attitudes related to responsible and reflective decision-making in the context of individual and group functioning in social and professional environments.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_U06] develops his/her potential by planning and implementing the process of lifelong learning and supporting others in this area.		The student is able to analyse their own cognitive processes and learning strategies and to apply psychological knowledge to plan and improve the learning process and the development of competencies.		[SU1] Assessment of task fulfilment [SU3] Assessment of ability to use knowledge gained from the subject		
	[K7_W05] has in-depth knowledge of integrating economic, legal, and ethical aspects in analyses and their application in entrepreneurial activities.		The student knows and understands the psychological determinants of human behaviour and decision-making, including the role of cognitive processes, emotions, motivation, and individual differences in the interpretation of information and decision-making in the context of individual and group functioning in social and professional environments.		[SW1] Assessment of factual knowledge		
	[K7_K03] responsibly fulfills professional roles, demonstrating the ability to identify ethical dilemmas and recognize and evaluate alternative courses of action.		The student is prepared to make reflective and responsible decisions, taking into account the psychological determinants of human behaviour and the potential consequences of the actions taken.		[SK5] Assessment of ability to solve problems that arise in practice		

Subject contents	Course content – lecture		
	1. Introduction to psychology as a science subject of research and scope of the discipline 2. Major schools of thought in psychology 3. Psychological research methods and interpretation of research results 4. Attention, memory, and cognitive processes 5. Thinking and decision-making 6. Heuristics and cognitive biases 7. Human motivation 8. Emotions and behavioural regulation 9. Personality major theories 10. Individual differences among people, including the biological bases of behaviour 11. Intelligence and cognitive styles 12. Human development and learning 13. Human behaviour in social relationships social influence and groups 14. Psychology of stress and psychological well-being 15. Contemporary issues in psychology		
	Course content – exercises		
	1. Psychology in everyday life examples of the application of psychological knowledge 2. Comparison of theoretical approaches to explaining human behaviour 3. Analysis and critical evaluation of psychological research 4. Limitations of perception and memory in information processing 5. Analysis of decision-making processes in different problem situations 6. Identifying heuristics and cognitive biases in the evaluation of information 7. Factors influencing human motivation in action 8. The role of emotions in interpreting situations and making decisions 9. Application of personality theories to the interpretation of human behaviour 10. The importance of individual differences in behaviour and decision-making 11. Diversity of intelligence and cognitive styles in problem solving 12. Learning strategies and competence development across the lifespan 13. Mechanisms of social influence in relationships and groups 14. Strategies for coping with stress and building psychological well-being 15. Presentation and discussion of research project results		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Team project	60.0%	60.0%
	Exam	60.0%	40.0%
Recommended reading	Basic literature	Gerrig, R. J. (2013). <i>Psychology and life</i> (20th ed., Pearson new international ed.). Pearson.	
	Supplementary literature	Zimbardo, P. G., Johnson, R. L., & McCann, V. (2012). <i>Psychology: Core concepts</i> (7th ed.). Pearson.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Explain how heuristics and cognitive biases may influence the interpretation of information and human decision-making.		
	Explain the importance of individual differences (e.g., personality, intelligence, or cognitive styles) in human functioning in professional environments.		
	Students complete a group research project aimed at investigating a selected psychological phenomenon related to the course topics (e.g., decision-making, heuristics, motivation, stress, learning). The project includes formulating a research question and hypothesis, designing and conducting a study using research methods applied in psychology, analysing the collected data, and interpreting the results with reference to psychological theories discussed during the course.		
Practical activities within the subject	Not applicable		

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