



Subject card

Subject name and code	NEW MEDIA ORGANIZATION MANAGEMENT, PG_00072189						
Field of study	Management, Management						
Date of commencement of studies	October 2025	Academic year of realisation of subject				2026/2027	
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				at the university	
Year of study	2	Language of instruction				Polish	
Semester of study	3	ECTS credits				3.0	
Learning profile	general academic profile	Assessment form				assessment	
Conducting unit	Department of Management -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor	prof. dr hab. Jan Kreft					
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	16.0	0.0	0.0	0.0	24
	E-learning hours included: 0.0						
	eNauczanie source address: https://enauczanie.pg.edu.pl/moodle/course/view.php?id=46416						
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	24	4.0	47.0	75		
Subject objectives	preparing students to analyze and interpret management processes in new media organizations, based on knowledge of management concepts, intellectual property law, and the impact of technology, as well as fostering attitudes of responsible media use and a critical approach to their role in the economy and society in the context of media and technology organizations.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K7_W06] identifies reliable sources of information relevant to the analyzed issues	knows and understands the importance of reliable information sources in analyzing phenomena related to new media organizations and is able to identify and evaluate their usefulness in decision-making processes.			[SW1] Assessment of factual knowledge		
	[K7_U05] cooperates with other people in the implementation of teamwork, both as a leader and a team member, effectively achieving the assumed goals	is able to collaborate with others in projects related to managing new media organizations, acting both as a leader and a team member to achieve defined analytical and decision-making goals.			[SU1] Assessment of task fulfilment [SU2] Assessment of ability to analyse information		

Subject contents	Course content – lecture		
	<ol style="list-style-type: none"> 1. Managing a media organization ideal case study 2. Anti-competitive organizations case studies 3. Why must Google and Facebook fail? Towards the blockchain 4. Sacralization of the Silicon Valley organization 5. Self-mythologizing redefinition of Google, Facebook, Amazon, Spotify 6. Management and the atrophy of borders + the problem of disruptive innovation 7. Metaphors, aporias and myths, mythologizing organizations, resources/processes, competences 8. The myth of equality and the asymmetry of dependence (producers vs distributors in new media). Case studies: Facebook (Instant Articles) 		
Prerequisites and co-requisites	Course content – exercises		
	<ol style="list-style-type: none"> 1. Managing a media organization ideal case study 2. Anti-competitive organizations case studies 3. Why must Google and Facebook fail? Towards the blockchain 4. Sacralization of the Silicon Valley organization 5. Self-mythologizing redefinition of Google, Facebook, Amazon, Spotify 6. Management and the atrophy of borders + the problem of disruptive innovation 7. Metaphors, aporias and myths, mythologizing organizations, resources/processes, competences 8. The myth of equality and the asymmetry of dependence (producers vs distributors in new media). Case studies: Facebook (Instant Articles) 		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Oral exam	60.0%	50.0%
	Assignment	60.0%	50.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. Alvesson M., (1990). Organization: From Substance to Image, w: Organization Studies, 11(3): s. 373394 2. 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 3. Celiński, P. (2013). Postmedia. Cyfrowy kod i bazy danych, Lublin: Wydawnictwo UMCS 4. Hatch Jo. M. (2002). Teoria organizacji. Warszawa: Wydawnictwo Naukowe PWN 5. Kreft J. (2019). Władza algorytmów. U źródeł potęgi Google i facebooka. Kraków: Wydawnictwo Uniwersytetu Jagiellońskiego 6. Kreft J. (2015). Za fasadą społeczności, Kraków: Wydawnictwo Uniwersytetu Jagiellońskiego 	
	Supplementary literature	.	
	eResources addresses		
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		
Practical activities within the subject	Not applicable		

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