



Subject card

Subject name and code	Society of the Future: Social Policy, Generations and the Longevity Economy, PG_00072995						
Field of study	Technical Physics						
Date of commencement of studies	February 2026		Academic year of realisation of subject		2026/2027		
Education level	second-cycle studies		Subject group				
Mode of study	Full-time studies		Mode of delivery		e-learning		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Entrepreneurship and Institutional Environment -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Anita Richert-Kaźmierska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 30.0						
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	30		2.0		18.0	50
Subject objectives	The aim of the course is to introduce students to the key social, demographic and economic transformations shaping current and future public policies.						
	The course seeks to develop students' ability to critically analyse societal challenges, understand the mechanisms of social policy and design practical solutions that address the needs of different generations.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_U71] is able to apply knowledge from humanistic, social, economic or legal sciences in order to solve problems		The student is able to apply knowledge from the social sciences and economics to analyse challenges arising from social change, generational shifts and the needs of different generations.		[SU1] Assessment of task fulfilment [SU5] Assessment of ability to present the results of task [SU3] Assessment of ability to use knowledge gained from the subject		
	[K7_K71] is able to explain the need to apply knowledge from humanistic, social, economic or legal sciences in order to function in a social environment		The student is prepared to explain the importance of social and economic knowledge in acting responsibly within a multigenerational society, particularly through reflection on the implications of public policy decisions for different social groups.		[SK1] Assessment of group work skills [SK2] Assessment of progress of work		
	[K7_W71] has general knowledge in humanistic, social, economic or legal sciences, including their fundamentals and applications		The student has knowledge and understanding of fundamental social, demographic and economic transformations and their relevance to the analysis of social policy, intergenerational relations and the longevity economy.		[SW3] Assessment of knowledge contained in written work and projects		

Subject contents	Course content – lecture Society of the Future: Key Demographic, Social and Economic Trends The Role of the State, Local Authorities, Civil Society Organisations and the Market in Responding to the Needs of a Society with a Changing Age Structure The Welfare State in an Age of Longevity Baby Boomers and Generations X, Y, Z and Alpha in the Labour Market and Society Intergenerational Conflict or Solidarity? Managing Age-Diverse Teams Taxation, Pensions, Housing, Access to Public Services and Intergenerational Justice New Career Models, Flexibility, Meaningful Work, Mental Wellbeing and Expectations of Employers The Care Crisis: Who Will Care for Us? The Silver Economy and the Longevity Economy as Emerging Areas of Economic Development Health Technology, Telemedicine and Technologies Supporting Health and Independent Living Universal Design, Accessibility, Transport, Housing for Older People and Local Social Services Loneliness, Mental Health and Quality of Life across the Life Course Emerging Economic Sectors: The Care Economy, the Green Transition and Social Services Migration, Multiculturalism and Labour Force Demographics Social Innovation and Public Service Design		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	essey	60.0%	40.0%
	written exam	60.0%	60.0%
Recommended reading	Basic literature	<i>Frąckiewicz, Ewa; Iwański, Rafał, red. Srebrna gospodarka. Perspektywa interdyscyplinarna. Szczecin: Wydawnictwo Akademii Sztuki w Szczecinie, 2021, 455 s.</i> <i>Tomaszewska, Renata; Ludwikowska, Katarzyna. Pokolenie Z na rynku pracy. Od zderzenia generacji do partnerskiej współpracy. Bydgoszcz: Wydawnictwo Uniwersytetu Kazimierza Wielkiego, 2025, 206 s.</i>	
	Supplementary literature	<i>Błędowski, Piotr; Szweda-Lewandowska, Zofia. Polityka wobec starości i starzenia się w Polsce w latach 2015–2035. Aspekty teoretyczne i praktyczne. Warszawa: Instytut Pracy i Spraw Socjalnych, 2016, 140 s. Seria: „Studia i Monografie”</i> <i>Richert-Kaźmierska, Anita. Polityka państwa wobec starzenia się ludności w Polsce. Warszawa: CeDeWu, 2019, 258 s.</i>	
	eResources addresses		
	Example issues/ example questions/ tasks being completed	<i>What key demographic, social and economic trends will shape society over the next five decades?</i> <i>What are the main expectations of Baby Boomers and Generations X, Y, Z and Alpha regarding work, careers and social life?</i> <i>How can cities, transport, housing and local services be designed to meet the needs of an age-diverse society?</i>	
Practical activites within the subject	Not applicable		

Document generated electronically. Does not require a seal or signature.