GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Lobbing, PG_00073953		
Field of study	Economics		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2026/2027
Education level	first-cycle studies	Subject group	Optional subject group Subject group related to scientific research in the field of study
Mode of study	Full-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	Polish
Semester of study	4	ECTS credits	2.0
Learning profile	general academic profile	Assessment form	assessment
Conducting unit	Centre of Eastern Studies -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology		
Name and surname of lecturer (lecturers)	Subject supervisor	prof. dr hab. Krystyna Gomółka	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	0.0	30.0	0.0	0.0	0.0	30

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	30	5.0	15.0	50

Subject objectives

to prepare students to analyse and design lobbying activities in changing economic conditions, drawing on knowledge of the mechanisms through which interest groups influence decision-making processes, lobbying strategies and opportunities to apply innovative solutions while respecting copyright, and to foster responsible professional conduct that takes account of legal, ethical and cultural considerations.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[K6_K01] is ready to fulfill professional roles responsibly, taking legal, ethical, and cultural aspects into account in decision-making processes.	is prepared to act responsibly in a professional lobbying role, taking account of legal, ethical and cultural considerations, particularly through participation in case study analyses and discussions on the influence of lobbying on public and economic decisions.	[SK1] Assessment of group work skills [SK5] Assessment of ability to solve problems that arise in practice
[K6_U05] leverages the knowledge acquired in the field of economics to solve challenging problems, achieving results that are economically and socially valuable.	is able to analyse problems related to representing the interests of different stakeholders and design lobbying activities, applying stakeholder analysis and strategy selection methods to develop solutions that take account of economic and social benefits.	[SU1] Assessment of task fulfilment [SU2] Assessment of ability to analyse information
[K6_W04] possesses advanced knowledge of the principles of creative and entrepreneurial activity, enabling the identification and implementation of innovative ideas while ensuring compliance with copyright protection requirements.	knows and understands the principles, models and strategies of lobbying, including opportunities for creatively and innovatively designing lobbying activities while respecting copyright, in the context of influencing decision-making processes in changing economic conditions.	[SW3] Assessment of knowledge contained in written work and projects

<table>
<tr><td>Subject contents</td><td colspan="3">Course content – exercises

1.Origins of lobbying, its historical evolution, concept, and essence 2.The role of interest groups in state decision-making 3.Types, categories, and tools of lobbying 4.Lobbying models and the management of lobbying 5.Indirect and direct lobbying 6.Differences between American and British lobbying 7.Actors in lobbying 8.Finances in lobbying: sponsorship and lobbyist compensation 9.Lobbying strategies 10.Barriers and limitations in lobbying 11.Lobbying topics 12.Lobbying: can corporations steer economic decisions? 13.Lobbying in Polish law and practice 14.Polish lobbying within the European Union 15.Presentation of selected lobbying projects</td></tr>
<tr><td>Prerequisites and co-requisites</td><td colspan="3"></td></tr>
<tr><td>Assessment methods and criteria</td><td colspan="3"><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>active class participation</td><td>60.0%</td><td>30.0%</td></tr><tr><td>Completed group project</td><td>60.0%</td><td>60.0%</td></tr><tr><td>Group project presentation</td><td>60.0%</td><td>10.0%</td></tr></table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td colspan="2">1.C. Michel, (2025) Lobbying i jego sekrety , Warszawa tłumaczenie

2.Kompedium wiedzy o lobbyingu (2018). Praca zbiorowa

3.M.Kalinowski (2018), Lobbying w świetle teorii wyboru publicznego ,

4. K.Jasiecki,(2019) Lobbying gospodarczy w Polsce , Studia Socjologiczne

5.M. Piechowicz, (2013)Lobbying w procesie gospodarczym Unii Europejskiej, Toruń

6. Ustawa z 7 lipca 2005 r. o działalności</td></tr>
<tr><td>Supplementary literature</td><td colspan="2">1.J. Dziendziora, Profesjonalizacja działalności lobbingowej w świetle teorii i praktyki zarządzania, Dabrowa Górnicza 2021.

2/ A. Vetulani-Cęgiel: Leksykon lobbingu w Unii Europejskiej, Wydawnictwo Elipsa, Warszawa 2018.

3.K. Jasiecki, Małgorzata Molęda-Zdziech, Urszula Kurczewska. Lobbing. Sztuka skutecznego wywierania wpływu. Kraków. Oficyna Ekonomiczna 2006 (wyd. II zmienione i rozszerzone).

4. A. Hadryś (2010), lobbying jako strategia komunikacji przedsiębiorstwa z rynkiem, Zeszyty Naukowej AEW w Poznaniu.</td></tr>
<tr><td>eResources addresses</td><td colspan="2"></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="3">Outline models of lobbying, the role of sponsorship in lobbying, and the practice of lobbying in Poland; provide examples of lobbying.</td></tr>
<tr><td>Practical activites within the subject</td><td colspan="3">Not applicable</td></tr>
</table>

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