Appendix No. 1.5 to the Resolution No. 7/2023
of the Rector of the University of Rzeszów

SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027
ACADEMIC YEAR 2025/2026

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Language and Technology (AI)
Course/Module code *	P9
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelor's degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 2, semester 4
Course type	primary
Language of instruction	English
Coordinator	dr Arkadiusz Pietluch
Course instructor	dr Arkadiusz Pietluch

* - as agreed at the faculty

1.1.Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	**ECTS credits**
4		45						3

1.2. Course delivery methods
- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)
- pass with a grade

2. PREREQUISITES

Completed module: Information Technology.

3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

O1	To familiarise students with the basic terms relevant to the use of AI and machine learning.
O2	To familiarise students with different tools powered by AI models that are relevant for their field of study.
O3	To encourage the effective use of AI tools in various branches of business.
O4	To spread awareness of different AI-generated dangers and instil the need to respect copyright standards.

3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	Students know the possible applications of AI for communication in different branches of business;	K_W03
LO_02	Students understand the ethical principles that should guide the use of AI and know how to distinguish between human-generated and AI-generated content;	K_W06
LO_03	Students know how to use different AI-powered tools and select them appropriately to match the complexity of a task;	K_U04
LO_04	Students actively seek new AI-based solutions and consult experts in case of difficulties;	K_K02
LO_05	Students understand that the widespread presence of AI tools does not exclude the need to respect copyright standards in the creation of content, research, and data analysis.	K_K07

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline

B. Classes, laboratories, seminars, practical classes

Content outline
Introduction to Artificial Intelligence (AI): basic terms, current state of technology, and development perspectives.
Practical application of AI in different branches of business – threats and opportunities.
Machine learning: basic terms, machine learning approaches and models, artificial neural networks.
An overview of different AI-supported tools: visual and linguistic content generators, prompt personalisation, tool selection, and the most common drawbacks.
Methods of distinguishing between AI and human-generated contents.

3.4. Methods of Instruction

Discussion, practical project, group work.

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,...)
LO_01	*PROJECT, OBSERVATION*	CLASSES
LO_02	*PROJECT, OBSERVATION*	CLASSES
LO_03	*PROJECT, OBSERVATION*	CLASSES
LO_04	*OBSERVATION*	CLASSES
LO_05	*OBSERVATION*	CLASSES

4.2 Course assessment criteria

During this course, students are expected to deliver three projects:
- AI-generated visual content – 20 points maximum;
- AI-generated linguistic content – 20 points maximum;
- personalized prompts – 10 points maximum.

Students need 60% of all points to pass the course.
Grading scale:
60-68% - 3.0
69- 76% - 3.5
77-84% - 4.0
85-92% - 4.5
93-100% - 5.0

5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

Activity	Number of hours
Course hours	45
Other contact hours involving the teacher (consultation hours, examinations)	5
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	25
Total number of hours	75
Total number of ECTS credits	3

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	Not applicable
Internship regulations and procedures	Not applicable

7. Instructional materials

Compulsory literature: Russell, S., & Norvig, P. 2020. *Artificial intelligence: A modern approach (Person series in artificial intelligence).* Boston: Prentice Hall. Jurafsky,D., & Martin, J.H. 2008. *Speech and language processing: An introduction to natural language processing, computational linguistics and speech recognition.* Upper Saddle River: Prentice Hall. Hemachandran, K., & Rodriguez, R.V. 2023. *Artificial intelligence for business. An implementation guide containing practical and industry-specific case studies.* New York: Routledge.
Complementary literature:

Approved by the Head of the Department or an authorised person