

SYLLABUS

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

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Project Management in Media and Communication
Course/Module code *	P7
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 3, semesters 5 and 6
Course type	primary
Language of instruction	English
Coordinator	Dr hab. Prof. UR Grzegorz Hajduk
Course instructor	Dr hab. Prof. UR Grzegorz Hajduk

* - 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
5		30						3
6		30						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)

- Semester 5: pass with a grade

- Semester 6: pass with a grade

2. PREREQUISITES

none

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

3.1. Course/Module objectives

O1	Providing knowledge in project management, including an introduction to project management methodologies and frameworks, with a particular emphasis on the field of media and social communication.
O2	Developing skills necessary for effective project management in the dynamic environment of media and communication.
O3	Preparing students for the challenges of project management in the rapidly changing media and communication industry, considering the impact of new technologies.

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	The student knows and understands, to an advanced level, key facts, phenomena and concepts in the field of project management.	K_Wo1
LO_02	The student can select and apply appropriate techniques, technologies, tools, and equipment for effective project management in the media and communication field, considering their diversity and complexity.	K_Uo4
LO_03	The student can critically analyze communication within a project team, using management knowledge to effectively coordinate actions and achieve project goals.	K_Uo8
LO_04	The student can interact with project team members and the project manager, utilizing various aspects of communication for successful planning, organizing, and executing project activities.	K_Uo9
LO_05	The student can independently apply and develop their workshop skills in executing their own project concepts, using effective exercise techniques.	K_U10
LO_06	The student is prepared to actively seek information and consult with experts to effectively solve new problems in the context of media and communication projects.	K_Ko2

LO_07	The student is prepared to plan and manage projects, as well as build relationships and networks in the media and communication industry, enabling effective collaboration, client acquisition, and business partnerships.	K_Ko5
-------	--	-------

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

A. Lectures

Content outline

B. Classes, laboratories, seminars, practical classes

Content outline
Semester V
Introduction to Project Management Methods and Framework Principles of Project Management Specificity of Projects in Media and Communication Analysis of Conditions and Project Planning Agile Methodologies in Project Management Creating Project Teams Discussion of Selected Agile Frameworks (Scrum, Kanban) in the Context of Media and Communication Role of Technology in Media Project Management Overview of Selected Tools and Applications Supporting Project Management Case Study – Marketing Project Installation and Operation of Applications Supporting Project Management and Teams Multimedia Project Planning Workshops Communication Plan, Tools, and Communication Techniques Specificity of Projects in the Creative Industry
Semester VI
Change Management in a Media Organization Time and Schedule Management in a Project Managing Creative Teams Project Configuration in Task Management Applications Teamwork Simulation on a Project Tracking Progress, Reporting, and Data Analysis in a Project Selected Tools and Applications Supporting Project Management Procedures, Documentation, and Project Evaluation

Preparing a Presentation of Project Outcomes
Presentation and Evaluation of Projects Prepared by Teams

3.4. Methods of Instruction

Practical classes supported by a multimedia presentation
Projects (introductory project, practical project)
Group work, discussion

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	TEST	CLASSES
LO_02	OBSERVATION DURING CLASSES/PROJECT	CLASSES
LO_03	OBSERVATION DURING CLASSES/PROJECT	CLASSES
LO_04	OBSERVATION DURING CLASSES/PROJECT	CLASSES
LO_05	OBSERVATION DURING CLASSES/PROJECT	CLASSES
LO_06	OBSERVATION DURING CLASSES	CLASSES
LO_07	OBSERVATION DURING CLASSES	CLASSES

4.2 Course assessment criteria

The final grade in each semester is based on the arithmetic average of the partial grades that students receive in the following areas:

Test (25 points - 50% of the total points): the test consists of 25 multiple-choice questions and covers topics discussed during the classes.

Individual project (25 points - 50% of the total points), which is evaluated based on the following criteria:

- Originality and innovation of the project (max 5 points)
- Methodological accuracy of the project (max 5 points)
- Clarity and organization (max 5 points)
- Effective use of applications (max 5 points)
- Presentation of the project (max 5 points)

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	60
Other contact hours involving the teacher (consultation hours, examinations)	12
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	80
Total number of hours	152
Total number of ECTS credits	6

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

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

<p>Compulsory literature: Lock D., Project management. Routledge, 2020. Kerzner H., Project management best practices: Achieving global excellence. John Wiley & Sons, 2018.</p>
<p>Complementary literature: Smith P.R., Zook Z., Marketing communications: Integrating online and offline, customer engagement and digital technologies. Kogan Page Publishers, 2019.</p>

Approved by the Head of the Department or an authorised person