University of Gdańsk

# Subject card

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| Subject name and code | Sociology, PG_00179153 | | |
| Field of study | History | | |
| Date of commencement of studies | October 2025 | Academic year of realisation of subject | 2025/2026 |
| Education level | Bachelor's studies | Subject group | |
| Mode of study | full-time studies | Mode of delivery | e-learning |
| Year of study | 1 | Language of instruction | Polish<br>Polish |
| Semester of study | 2 | ECTS credits | 2.0 |
| Learning profile | academic | Assessment form | credit |
| Conducting unit | Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | dr hab. Jacek Winiarski, prof. UG | |
| | Teachers | dr hab. Jacek Winiarski, prof. UG | |

**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 | 0.0 | 20.0 | 50 |

**Subject objectives**

To introduce economics students to the social determinants of economic phenomena and equip them with sociological tools for analyzing economic behavior. The course aims to expand the economic perspective by incorporating social dimensions, enabling better understanding of how markets, organizations, and economic institutions function within the context of social structures, cultures, and interpersonal relationships.

Students will learn to critically assess neoclassical economics assumptions about "homo economicus" and apply sociological concepts in analyzing contemporary economic challenges, such as inequality, social trust, business networks, and the impact of culture on economic development.

**Learning outcomes**

| Course outcome | Subject outcome | Method of verification |
|---|---|---|
| | The student has knowledge of the basic economic and social principles and management of economic entities and organizations, as well as of the legal, organizational, moral and ethical norms and rules of the functioning of public institutions. | [SU2] presentation/project/paper/ report<br>[SK4] test/exam - oral or written |

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| Subject contents | 1. **From Homo Economicus to Homo Sociologicus** - critique of the rational economic actor<br>2. **Influencer Economics** - how social media transforms markets and consumption<br>3. **Gig Economy and the Precariat** - new forms of work in the network society<br>4. **Social Trust as Economic Capital** - why some societies are wealthier<br>5. **Consumer Culture and Brand Society** - sociology of shopping and identity<br>6. **Social Inequalities in the Digital Age** - winners and losers in the new economy<br>7. **Social Networks in Business** - how relationships drive economic success<br>8. **Gender Economics** - gender as an economic factor in the 21st century<br>9. **Climate Economics and Pro-Environmental Behavior** - sociology of sustainable development<br>10. **Fintech and Social Aspects of Cryptocurrencies** - how technology changes money<br>11. **Economics of Migration and Multiculturalism** - global flows of people and capital<br>12. **Remote Work and Post-Pandemic Society** - new patterns of work and life<br>13. **Sharing Economy** - from Uber to Airbnb - new business models<br>14. **Future of Work: AI, Automation and Society** - technological challenges |
| Prerequisites and co-requisites | • Completed basic microeconomics and macroeconomics courses (1st year of studies)<br>• Knowledge of fundamental economic concepts and market mechanisms<br>No prior exposure to sociology required - the course introduces essential sociological concepts |

**Assessment methods and criteria**

| Subject passing criteria | Passing threshold | Percentage of the final grade |
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| Presentation in front of a group of students | 50.0% | 10.0% |
| Examination (quiz) | 50.0% | 90.0% |

**Recommended reading**

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| Basic literature | 1. Hass, J. K. (2020). Economic sociology: An introduction (2nd ed.). Routledge.<br>2. Maurer, A. (Ed.). (2021). Handbook of economic sociology for the 21st century: New theoretical approaches, empirical studies and developments. Springer. https://doi.org/10.1007/978-3-030-61619-9<br>3. Schrank, A. (2023). The economic sociology of development. Polity Press. |
| Supplementary literature | 1. Swedberg, R. (2007). Principles of economic sociology. Princeton, NJ: Princeton University Press.<br>2. Granovetter, M. (1985). Economic action and social structure: The problem of embeddedness. American Journal of Sociology, 91(3), 481510. https://doi.org/10.1086/228311<br>3. Beckert, J. (2009). The social order of markets. Theory and Society, 38(3), 245269. https://doi.org/10.1007/s11186-008-9082-0 |
| eResources addresses | |

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| Example issues/ example questions/ tasks being completed | **Discussion topics:**<br>• Is "homo economicus" a myth or a useful simplification?<br>• How do social media change economic decision-making mechanisms?<br>• Why are some societies more entrepreneurial than others?<br>**Analytical questions:**<br>• Compare traditional employment with gig economy from a sociological perspective<br>• Analyze the impact of gender on wages in a selected industry<br>• Assess the social consequences of automation for different occupational groups |
| Work placement | Not applicable |

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