University of Gdańsk

Subject card

Subject name and code	Social psychology, PG_00179154		
Field of study	Criminology		
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 Polish
Semester of study	1	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		

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 subject is designed to familiarise students with the basic mechanisms of social psychology in the context of economic and organisational functioning. Students will learn about the influence of social factors on economic decision-making, consumer behaviour and functioning in the work environment.

Learning outcomes

Course outcome	Subject outcome	Method of verification
	Is able to observe, evaluate and critically analyse the causes and course of processes and phenomena taking place in the open economy, can formulate his/her own opinions on the subject, interpret statistical data and economic indicators necessary in this respect, and predict economic processes and phenomena using advanced methods and tools applied in economic sciences	[SK4] test/exam - oral or written

Subject contents	**Lecture 1: Introduction to Social Psychology in Economics** • Definitions and scope of social psychology • Connections between social psychology and behavioral economics • Overview of classical theories and contemporary approaches • Research methodology in social psychology **Lecture 2: Social Perception and Its Impact on Economic Decisions** • Mechanisms of social perception • Cognitive biases in economic situation assessment • First impression effects on business transactions • Stereotypes and their economic consequences **Lecture 3: Attitudes and Attitude Change in Economic Context** • Structure and functions of attitudes • Formation of attitudes toward brands and products • Cognitive dissonance theory in consumer behavior • Attitude change techniques in marketing **Lecture 4: Social Influence and Conformity in the Market** • Types of social influence (normative, informational) • Conformity in consumer behavior • Reference group influence on purchasing decisions • "Herding" phenomenon in financial markets **Lecture 5: Group Psychology in Organizations** • Group dynamics in work teams • Group decision-making processes • Groupthink and its consequences • Conflict management in work groups **Lecture 6: Leadership and Power in Economic Context** • Leadership theories and their business applications • Types of power in organizations • Leadership style impact on economic performance • Leadership during financial crises **Lecture 7: Communication and Persuasion in Business** • Principles of effective interpersonal communication • Persuasion techniques in sales and negotiations • Nonverbal communication in business contacts • Manipulation vs. ethical influence **Lecture 8: Consumer Psychology** • Consumer motivations and needs • Purchase decision-making process • Emotional influence on consumer choices • Psychology of pricing and promotions **Lecture 9: Social Identity and Workplace Behavior** • Social identity theory in organizations • Organizational culture and its impact on employees • Discrimination phenomena and their economic consequences • Diversity as organizational capital **Lecture 10: Crowd Psychology and Collective Behavior in Markets** • Crowd psychology mechanisms • Financial panic and speculative bubbles • Herd behavior among investors • Social media and mass economic decisions **Lecture 11: Stress, Burnout and Their Impact on Productivity** • Sources of workplace stress • Burnout syndrome • Economic costs of stress for organizations • Stress management strategies at work **Lecture 12: Ethics and Social Responsibility in Economic Psychology** • Ethical dilemmas in applying psychological knowledge in business

	• Corporate social responsibility • Sustainable development and social psychology • Future of social psychology in digital economy
Prerequisites and co-requisites	**Pre-requisite subjects:** • Microeconomics I • Basics of sociology (recommended)

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Exam (Quiz, Moodle - Learning management system)	51.0%	100.0%

Recommended reading

Basic literature	1. Cialdini, R. B. (2021). Influence, new and expanded: The psychology of persuasion. Harper Business. 2. Hogg, M. A., & Vaughan, G. M. (2018). Social psychology (8th ed.). Pearson. 3. Ariely, D. (2009). Predictably irrational: The hidden forces that shape our decisions (Revised and expanded ed.). HarperCollins.
Supplementary literature	1. Aronson, E., Wilson, T. D., Akert, R. M., & Sommers, S. R. (2019). Social psychology (9th ed.). Pearson. 2. Kahneman, D. (2011). Thinking, fast and slow. Farrar, Straus and Giroux. 3. Heath, C., & Heath, D. (2007). Made to stick: Why some ideas survive and others die. Random House.
eResources addresses	Basic https://openstax.org/details/books/psychology-2e - Psychology 2e is designed to meet scope and sequence requirements for the single-semester introduction to psychology course. The book offers a comprehensive treatment of core concepts, grounded in both classic studies and current and emerging research. The text also includes coverage of the DSM-5 in examinations of psychological disorders. Psychology incorporates discussions that reflect the diversity within the discipline, as well as the diversity of cultures and communities across the globe. Supplementary https://openstax.pl/szczegoly-ksiazki?book=Psychologia - Psychology was written for students of a one-semester course in introduction to psychology. The textbook is a comprehensive coverage of all basic issues from a classical perspective, taking into account the latest knowledge. The book also includes a description of mental disorders and introduces terminology in accordance with DSM-5 and ICD-10. The edition is a Polish adaptation of the Psychology 2e OpenStax edition. Cultural localisation has been applied and the publication has been adapted to the needs of Polish students and requirements at universities in Poland. More extensive modifications have been made to the chapters on “Research”, “Emotions and Motivations”, “Personality” and “Social Psychology”, and the chapter on work and organisational psychology has been re-created with the Polish reader in mind.

Example issues/ example questions/ tasks being completed	**Lectures 1-3: Theoretical foundations** • How does social perception affect creditworthiness assessment of clients? • Why is cognitive dissonance theory crucial for understanding consumer behavior? • How do stereotypes influence recruitment decisions in organizations? • What are the differences between normative and informational influence in the context of financial investments? **Lectures 4-6: Group dynamics** • When can conformity be beneficial and when harmful for organizations? • How did the "groupthink" phenomenon contribute to the 2008 financial crisis? • Which leadership styles are most effective in different economic situations? • Why can culturally diverse teams achieve better financial results? **Lectures 7-9: Communication and consumer behavior** • Which persuasion techniques are ethical in business negotiations? • How do emotions influence luxury consumer purchasing decisions? • How does employees' social identity affect productivity? • What are the psychological mechanisms behind loyalty programs? **Lectures 10-12: Collective phenomena and ethics** • How can social media trigger financial panic? • What are the economic costs of workplace stress? • When does applying psychological knowledge in business become manipulation?
Work placement	Not applicable

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