University of Gdańsk

Subject card

Subject name and code	Capitalism and Consumerism, PG_00183750						
Field of study	Finance and Accounting, Informatics and Econometrics, Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject	2025/2026			
Education level	Master's studies		Subject group	Optional subject group Humanistic-social subject group			
Mode of study	full-time studies		Mode of delivery	at the university			
Year of study	1		Language of instruction	Polish			
Semester of study	2		ECTS credits	2.0			
Learning profile	academic		Assessment form	credit			
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Robert Rogoziecki				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		1.0	34.0	50	
Subject objectives	The aim of the course is to familiarize students with the basic issues of the contemporary theory of consumption and consumerism, especially with the transformation of a capitalist society into a consumer one.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IiEMU2_U06] Students can utilize structured and detailed knowledge of management, quality sciences, economics, and finance to address dilemmas and develop innovative solutions for complex or unusual problems that arise in professional settings.	The student possesses knowledge and skills in the domain of management and finance in its connection with social theory. He is also able to apply this knowledge to resolve problems in the professional work.	[SU4] test/exam - oral or written
	[IiEMU2_W10] Student possesses a deeper understanding of the essential dilemmas of modern civilization, particularly concerning the IT development.	The student knows and understands the dilemmas of the modern world in connection with the development of the new information and digital technologies.	[SW4] test/exam - oral or written
	[FiRMU2_U06] Students are equipped to apply their comprehensive knowledge of management, quality sciences, economics, and finance to address dilemmas and develop effective solutions— including innovative approaches— to complex or unusual problems encountered in the fields of finance and accounting.	Student dysponuje wiedzą z zakresu nauk ekonomicznych oraz potrafi wykorzystywać ją do rozwiązywania problemów związanych z finansami oraz rachunkowością.	[SU4] test/exam - oral or written
	[FiRMU2_W10] The student possesses a comprehensive understanding of modern civilization's fundamental dilemmas from the perspective of finance and accounting.	The student has in his disposal in-depth knowledge of the problems of modern civilization and is able to consider them in terms of finance and accounting.	[SW4] test/exam - oral or written
	[ZARZMU2_W10] The student possesses a comprehensive understanding of the key dilemmas of modern civilization and their importance in business decision-making contexts.	The student knows and understands the problems of modern highly developed societies and is able to use his knowledge to make business decisions.	[SW4] test/exam - oral or written
	[ZARZMU2_U06] Students can utilize and integrate structured, detailed knowledge of management, quality sciences, economics, and finance to address dilemmas and formulate solutions, including innovative ones, to complex or atypical management problems that arise in professional settings.	Student dysponuje wiedzą z zakresu nauk ekonomicznych oraz potrafi wykorzystywać ją do rozwiązywania problemów związanych z zarządzaniem.	[SU1] oral statement/conversation/ discussion
Subject contents	1. Politics, Economy and the Birth of Society. 2. Capitalism as a Social System. 3. Protestant Ethics and the Spirit of Capitalism. 4. Mechanical vs. Organic Solidarity 5. The Bureaucratic Organization of Capitalist Society 6. Karl Marx Critique of Capitalism. 7. Socialism and Communism. 8. The Social Problem of Consumption and Consumerism.		
Prerequisites and co-requisites			

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Answers to three questions on the material covered in the course. Each correct answer is worth 33%</td><td>51.0%</td><td>100.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>1. Arendt, Hannah, The Human Condition, The University of Chicago Press, Chicago London 1998.

2. Sartori, Giobanni, The Theory od Democracy Revised, Chatham House Publishers, Chatham 1987.

3. Weber, Max, The Protestant Ethic and the Spirit of Capitalism, trans. by Peter Baehr and Gordon C. Wells, Penguin Books, 2002.

4. Weber, Max, Economy and Society, University of California Press 1978.

5. Durheim, Emile, The Division of Labour in Society, transl. W.D. Halls, Palgrave Macmillan 1984.

6, Marx, Karl, Capital Critique of Social Economy, transl. Paul Reiter, Princeton University Press 2024.

7. Baudrillard, Jean, The Consumer Society: Myths and Structures, Sage Publications Ltd. 1998.

8. Bell, Daniel, The Cultural Contradictions OF Capitalism, Harper Collins Publishers, 1978.</td></tr>
<tr><td>Supplementary literature</td><td>1. Szacki Jerzy, History of Sociological Thought, Praeger Publishers 1980.

2. Kołakowski, Leszek, Main Currents of Marxism, W. W. Norton & Company, New York 2008.

3. Sztompka, Piotr, Sociology. The Analysis of Society, SIW Znak, Kraków 2012.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">1. Please present Marx's theory of value.

2. What is sign value?

3. What is the relationship between Baudrillard's consumerism and the structuralist concept of language?</td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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