

Subject card

Subject name and code	Social Psychology, PG_00206983						
Field of study	International Business, Logistics and Mobility						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study 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	1		ECTS credits		5.0		
Learning profile	academic		Assessment form		exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Urszula Mrzygłód				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	30.0	0.0	60
	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	60		0.0		65.0	125
Subject objectives	Social psychology is concerned with explaining how thoughts, feelings and behaviour are influenced by other people. The aim of the course is to familiarise you with an overview of the research and theories embedded in social psychology that explain social interactions. During the course of the course, emphasis will be placed on understanding the principles in the field of social psychology that are used in everyone's everyday life and more generally help to explain selected social problems.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBL3_W06] knows and understands the economic, legal, institutional and ethical conditions determining the functioning of enterprises in the international business environment.	The student knows and understands the basic processes of social psychology that explain the behavior of individuals and groups in social and organizational settings, including the mechanisms of cooperation, conflict, and social dilemmas.	[SW4] test/exam - oral or written
	[LML3_W06] knows to an advanced degree selected methods and tools, including statistical techniques, to describe and model logistics and mobility processes and systems	The student is familiar with the basic sources of knowledge used in social psychology and understands the importance of empirical research.	[SW3] text preparation/written work
	[IBL3_W02] has an advanced knowledge and understanding of the structure and functioning of international business, in particular the role of enterprises, markets and institutions in the global economy..	The student knows and understands the role of psychological factors that influence the behavior of economic actors, particularly consumers and employees.	[SW4] test/exam - oral or written
	[LML3_K05] identifies, diagnoses and resolves correctly the dilemmas and various options for solutions, related to the performance of the profession	The student recognizes the existence of social dilemmas and understands that they can be viewed from different perspectives.	[SK2] presentation/project/paper/report [SK3] text preparation/written work
	[IBL3_K02] is ready to critically assess own knowledge and received information in the field of international business, economics and finance.	The student recognizes the importance of using various sources of information and the need to expand their knowledge of social psychology.	[SK3] text preparation/written work
	[LML3_U01] is able to correctly interpret economic and social phenomena and apply knowledge of economics, finance, management sciences, logistics and mobility to explain economic phenomena	Students are able to interpret selected attitudes and behaviors of people using basic concepts of social psychology and identify conclusions drawn from empirical research.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[IBL3_U01] is able to interpret and explain economic phenomena and analyse their causes, course and interrelationships using knowledge in the field of international business, economics and finance.	Students are able to interpret selected attitudes and behaviors of people using basic concepts of social psychology and identify conclusions drawn from empirical research.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[LML3_W07] has knowledge of the economic and financial principles of operation and management of business entities and organizations that require logistics support or provide logistics services, as well as legal, organizational, moral and ethical norms and rules of operation of public institutions	The student knows and understands the basic processes of social psychology that explain social interactions and the occurrence of social dilemmas in the functioning of groups and organizations.	[SW4] test/exam - oral or written
	[IBL3_U06] is able to communicate using specialised terminology in international business, economics and finance.	The student is able to use basic terminology in the field of social psychology.	[SU2] presentation/project/paper/report [SU3] text preparation/written work
	[LML3_K02] is aware of the level of his knowledge in the field of logistics and mobility, understands the need to deepen and update this knowledge throughout life	The student recognizes the importance of using various sources of information and the need to expand their knowledge of social psychology.	[SK3] text preparation/written work
	[IBL3_U09] is able to work independently and in teams, including interdisciplinary teams, and to plan and organise own tasks as well as teamwork.	The student recognizes the importance of teamwork and is able to carry out the tasks assigned to him or her as part of a team.	[SU2] presentation/project/paper/report
	[LML3_W03] has advanced knowledge of the relationship between business entities and public institutions operating in the national, international and intercultural sphere, understands the importance of logistics and mobility for their functioning	The student knows and understands the role of psychological factors that influence relationships between individuals, groups, and organizations.	[SW4] test/exam - oral or written

Subject contents	1. Why Study Social Psychology? Introduction to the course. Course content and requirements. Organization of the course. Examples: Kitty Genovese, Triplett study, Fake news, crowd behaviours. 2. Research Methods in Social Psychology Students' project requirements and deadlines. Lecture book: chapters 2 and 4. 3. The Self and Social Identity (Lecture book: chapter 6.) 4. Social Cognition and Social Judgments (Lecture book: chapter 7.) 5. Social Perception and Attribution (Lecture book: chapter 7.) 6. Attitudes, Behaviour and Cognitive Dissonance (Lecture book: chapter 7.) 7. Persuasion and Attitude Change. Applications of Persuasion in Marketing and Public Communication. (Lecture book: chapter 17.) 8. Conformity and Obedience (Lecture book: chapter 16.) Examples of classic studies: Asch and Milgram 9. Groups, Norms and Belonging (Lecture book: chapter 10.) 10. Social Comparisons, Self-Esteem, and Mental Well-Being. (Lecture book: chapter 13.) 11. Stereotypes, Prejudice and Discrimination (Lecture book: chapter 18.) 12. Cooperation and Social Dilemmas (Lecture book: chapter 21.) 13. Helping Behaviour and Prosocial Behaviour (Lecture book: chapter 20.) Examples of studies: Darley & Latané. 14. Aggression and Social Conflicts. Psychological Mechanisms of Conflict Escalation and De-escalation. Lecture book: chapter 19.) 15. Social Psychology in the Digital World: Social Media, Misinformation, Artificial Intelligence, and Trust. (Interactive meeting, literature selected papers.) The semester project is carried out in three stages and aims to develop students' ability to identify social problems, formulate research questions, and apply knowledge of social psychology to design research studies. Work is done independently or in groups (up to 4 people, preferred). Students are to develop a research project on a selected social or organizational phenomenon. The project topic is determined in consultation with the instructor and relates to the issues discussed in class. The goal of the project is not to conduct empirical research, but to develop its framework and apply knowledge from the field of social psychology to explain the selected social phenomenon. The entire project, including the presentation, accounts for 40 percent of the final grade. Stage I: Defining the problem and research question (10%). Justification of the significance of the selected topic from the perspective of social psychology. (Due: 1–2-page text; oral/written answers to the instructor's questions). Stage II – Hypothesis and Research Methodology (10%): Formulation of a research hypothesis (or hypotheses); development of the methodological framework for the study (identification of participants, data collection methods, proposed analysis method, variables); formulation of the research instrument and research procedures. (Submission requirements: all elements in a Word file; oral/written answers to the instructor's questions) Stage III – Theoretical and practical aspects of the proposed study (10%). Which theories and concepts in social psychology help explain the phenomenon under study? What results can be expected based on these theories? What are the possible practical applications of these results? What are the limitations of the project? Bibliography. Project presentation pitch 10% (5-7 min).		
Prerequisites and co-requisites	None		
Assessment methods and criteria	Subject passing criteria		Passing threshold
	Homeworks		15.0%
	Project presentation		10.0%
	Project - research proposal		30.0%
	Written exam (open and closed questions)		45.0%
Recommended reading	Basic literature		Biswas-Diener, R., & Diener, E. (Eds.). (2016). <i>Together: The science of social psychology</i> . Noba. https://nobaproject.com

	Supplementary literature	Jhangiani, R., Tarry, H., & Stangor, C. (Eds.). (2014). <i>Principles of social psychology</i> (1st international ed.). BCcampus. https://opentextbc.ca/socialpsychology/ Bail, C. A., Argyle, L. P., Brown, T. W., Bumpus, J. P., Chen, H., Hunzaker, M. B. F., Lee, J., Mann, M., Merhout, F., & Volfovsky, A. (2018). Exposure to opposing views on social media can increase political polarization. <i>Proceedings of the National Academy of Sciences</i>, 115(37). https://doi.org/10.1073/pnas.1804840115 Goldstein, N. J., Cialdini, R. B., & Griskevicius, V. (2008). A room with a viewpoint: Using social norms to motivate environmental conservation in hotels. <i>Journal of Consumer Research</i>, 35(3), https://doi.org/10.1086/586910 Logg, J. M., Minson, J. A., & Moore, D. A. (2019). Algorithm appreciation: People prefer algorithmic to human judgment. <i>Organizational Behavior and Human Decision Processes</i>, 151. https://doi.org/10.1016/j.obhdp.2018.12.005 Pennycook, G., & Rand, D. G. (2021). The psychology of fake news. <i>Trends in Cognitive Sciences</i>, 25(5). https://doi.org/10.1016/j.tics.2021.02.007 Jarosz, P. B., & Biela, A. (2009). Use of the stereotype content model in describing work groups in Poland. <i>Roczniki Psychologiczne</i>, 12(1).
	eResources addresses	
Example issues/ example questions/ tasks being completed	Omów wybrane zjawisko związane z relacjami międzygrupowymi i wyjaśnij, jakie mechanizmy psychologiczne mogą je wyjaśniać.	
Work placement	Not applicable	

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