

Subject card

Subject name and code	Journalistic Talent Management, PG_00209869						
Field of study	Journalism and Social Communication						
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		
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	practical		Assessment form		credit		
Conducting unit	Division of Theory, History and Language of Media -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Konrad Knoch				
	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: 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	30		0.0		0.0	30
Subject objectives	1. Familiarizing students with the concepts of talent and talent management 2. Presenting individual talent management concepts 3. Analyzing the achievements of the Gallup Organization 4. Demonstrating the importance of communication in talent management 5. Demonstrating the importance of diversity in management 6. Building a portrait of a turquoise journalist 7. Presenting tools for managing journalistic talent 8. Analyzing one's own talents and communication styles						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_U02] He/she can describe, critically analyse, synthesise and evaluate the collected information, taking into account economic, philosophical, cultural, historical, political and sociological processes and phenomena relevant to the field of study.	Is able to identify, analyze, and evaluate the processes of attracting, developing, retaining, and utilizing journalistic talent within organizations, including media organizations, taking into account the contemporary challenges of the media market	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[DZiKSL3_U10] He/she is able to undertake autonomous actions aimed at developing abilities and managing his/her own career.	Is able to plan and undertake autonomous activities aimed at identifying, developing, and effectively utilizing their own professional potential, as well as consciously shaping their career path in the field of journalism and media	[SU2] presentation/project/paper/report
	[DZiKSL3_W07] He/she has knowledge of the processes of social communication, the directions of its development, media studies trends and systems, as well as the conditions and dilemmas of their functioning in contemporary civilisation.	He/She possesses advanced expertise in talent management within the field of journalism	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[DZiKSL3_W01] Student has advanced knowledge of the social, cultural and historical determinants of social and media communication and the resulting regularities important from the point of view of media studies. He/she knows the application of this knowledge in professional activities related to the field of study.	Has knowledge of the social, cultural, organizational, and market factors influencing journalistic talent management and is familiar with the application of this knowledge in professional activities related to media and social communication	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[DZiKSL3_K04] He/she can think and act in an entrepreneurial manner.	Is able to take into account talent management issues when thinking about actions in an entrepreneurial manner.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work
Subject contents	1. Definitions of Talent and Talent Management 2. Overview of Talent Management Concepts 3. Gallup Institute 4. Teal Management 5. Diversity Management 6. Communication in Management 7. Talent Management Tools 8. Completion and Analysis of Management Style and Communication Style Tests		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	The grade is awarded based on points obtained during the semester for independent work, student activity and attitude during classes, performance of assigned tasks, etc.	51.0%	100.0%
Recommended reading	Basic literature	1. Blikle A.J., Doktryna Jakości, wyd.II, Warszawa 2018. 2. Ingram T., Zarządzanie talentami i pracownikami w dojrzałym wieku w kontekście wpływu na wyniki przedsiębiorstwa, Katowice 2016.	

	Supplementary literature	1. Besta T., Kosakowska-Berezecka N., Między grupami. Przewodnik po relacjach z ludźmi, którzy się od nas różnią, Sopot 2017. 2. Kociatkiewicz J., Kostera M., Zarządzanie humanistyczne. Zarys programu., "Problemy Zarządzania", 2013, vol.11, nr 4(44), s.9-19. 3. Koncepcje zarządzania. Podręcznik akademicki, red. M. Czerska, A.A. Szpitter, Warszawa 2010. 4. Kozak E., Komunikacja werbalna i niewerbalna w porozumiewaniu się międzykulturowym, "Kultura i edukacja", 2005, nr 4, s.52-58. 5. Laloux P, Pracować inaczej, Warszawa 2015. 6. Pankiewicz M., Style komunikacji preferencje wartości uczniów zdolnych, "Stuia z psychologii w KUL", 2007, t.14, s.39-56.
	eResources addresses	Basic https://moznainaczej.com.pl/Download/DoktrynaJakosci/DoktrynaJako%C5%9Bci_wydanie_III_turkusowe.pdf - Blikle A.J., Doktryna Jakości, wyd.II, Warszawa 2018.
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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