

## DESCRIPTION OF THE COURSE OF STUDY

<b>Course code</b>	0312.4.SM2.D27.FS	
<b>Name of the course in</b>	Polish	Kryzysowe Public Relations
	English	Crisis Public Relations

### 1. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

<b>1.1. Field of study</b>	International Relations
<b>1.2. Mode of study</b>	Full-time study part –time study
<b>1.3. Level of study</b>	First-cycle studies
<b>1.4. Profile of study*</b>	General academic
<b>1.5. Person/s preparing the course description</b>	Institute of International Relations and Public Policies
<b>1.6. Contact</b>	ismipp@ujk.edu.pl

### 2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

<b>2.1. Language of instruction</b>	English
<b>2.2. Prerequisites*</b>	-

### 3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

<b>3.1. Form of classes</b>	Lecture, classes	
<b>3.2. Place of classes</b>	didactic rooms of the Jan Kochanowski University	
<b>3.3. Form of assessment</b>	Exam, graded credit	
<b>3.4. Teaching methods</b>	Lecture: problem lecture (lecture, discussion); viewing methods (demonstration, use of technical teaching aids). Classes: problem methods - activating learning (case analysis), methods of knowledge assimilation, moderated discussion presentation of a selected problem with the use knowledge	
<b>3.5. Bibliography</b>	<b>Required reading</b>	<p>The Defence Industry of 21 Century,  <a href="https://www.pwc.pl/en/publikacje/defence_industry_ads.pdf">https://www.pwc.pl/en/publikacje/defence_industry_ads.pdf</a>,            Changing of European Defence Market,  <a href="file:///C:/Users/KK/Downloads/bp123.pdf">file:///C:/Users/KK/Downloads/bp123.pdf</a>,            Aiming at Innovation in the Swedish Defence Industry - The Difficulties of Responding to Disruptive Market Change in a Technology Driven Context,  <a href="http://www2.warwick.ac.uk/fac/soc/wbs/conf/olkc/archive/olkc3/papers/contribution193.pdf">http://www2.warwick.ac.uk/fac/soc/wbs/conf/olkc/archive/olkc3/papers/contribution193.pdf</a>,            Deeper Defence Cooperation. Finland and Sweden Together Again?  <a href="file:///C:/Users/KK/Downloads/bp163.pdf">file:///C:/Users/KK/Downloads/bp163.pdf</a>,            Defence &amp; Security Technology Annual. Showcasing Norwegian Industry Capabilities,  <a href="http://www.nortrade.com/userfiles/komplett_defsec08.pdf">http://www.nortrade.com/userfiles/komplett_defsec08.pdf</a>,            National Defence Industrial Strategy,  <a href="https://danishbusinessauthority.dk/sites/default/files/national-defence-industrial-strategy.pdf">https://danishbusinessauthority.dk/sites/default/files/national-defence-industrial-strategy.pdf</a>,            Closing The Gap? Military Co-Operation From The Baltic Sea To The Black Sea,  <a href="https://www.osw.waw.pl/sites/default/files/closing_the_gap_net_0.pdf">https://www.osw.waw.pl/sites/default/files/closing_the_gap_net_0.pdf</a>,         </p>
	<b>Further reading</b>	<p>Kaczmarek-Śliwińska M., Public relations w zarządzaniu kryzysowym organizacji: sztuka komunikowania się, Warszawa 2015; Wojcik K. (2009). Public relations: wiarygodny dialog z otoczeniem. Warszawa 2009; Ociepka B. (red.), „Public relations w teorii i praktyce. Wrocław 2003; Janiszewska B. (red.), Sztuka public relations. Z doświadczeń polskich praktyków. Warszawa 2006;</p>

### 4. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

<b>4.1. Course objectives (including form of classes)</b> C1. Knowledge - acquiring knowledge in the field of crisis management in the organization, communication with the media in crisis C2. Skills - creating communication plans in a crisis C3. Social competences - the ability to cooperate and manage teams
<b>4.2. Detailed syllabus (including form of classes)</b> Lecture: Defining and managing a crisis situation, causes of crises, division of crises and waves of crises, PR and crisis, crisis management: crisis action plan, course of the crisis, role and operation of the anti-crisis team, rules of conduct during a crisis, communication channels during a crisis, external and internal PR in a crisis. Classes: Media relations in a crisis situation, the most common mistakes in a crisis situation: case studies, how turn crisis into success of the organization: case studies, simulation of a crisis situation - workshop, cooperation with institutions in crisis situation, media monitoring in crisis management, Internet crisis management

#### 4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
within the scope of <b>KNOWLEDGE:</b>		
W01	He has comprehensive knowledge of selected processes and concepts in the field of international economic relations and on the nature and conditions of the contemporary global economy based on increasingly faster technological development. At the same time, he is characterized by knowledge about the development of various forms of entrepreneurship in the international dimension, the role of artificial intelligence and indicating potential directions of its development in the future.	SM1A_W09
W02	He has in-depth knowledge of current challenges and problems related to climate change, ecological problems, depletion of the world's resources (including natural resources and energy resources) and is aware of their long-term consequences.	SM1A_W12
W03	He has comprehensive knowledge of various scientific, futurological, technological visions of realities and the future of the world.	SM1A_W13
within the scope of <b>ABILITIES:</b>		
U01	He is able to effectively and comprehensively apply his theoretical knowledge and recognized research methods to analyze long-term social, technological and climatic processes taking place within contemporary international relations, as part of working groups and groups of analysts.	SM1A_U04
U02	On the basis of in-depth knowledge, he is able to construct scenarios for the development of processes in the field of international relations, in all their planes, and outline their strategic consequences for the world.	SM1A_U05
U03	He is able to spot a new research problem and propose its creative analysis – solution. Identifies weak signals of change, is aware of the nonlinearity of global processes.	SM1A_U11
within the scope of <b>SOCIAL COMPETENCE:</b>		
K01	Has the ability to independently and consistently supplement knowledge and professional experience, thanks to the awareness of the existence of vast areas of ignorance and the need to limit them. It is ready to actively participate in public life and prepared to promote human rights, democratic values, gender equality, being aware of the long-term threats to these values.	SM1A_K01
K02	He is ready for objective and non-emotional reflection when assessing contemporary events and social, technological and economic trends, including the ability to competently and exhaustively refer to issues important in public life, primarily the social consequences of the growing integration of technological and biological domains.	SM1A_K03
K03	He is ready for objective and non-emotional reflection when assessing contemporary events and social, technological and economic trends, including the ability to competently and exhaustively refer to issues important in public life, primarily the social consequences of the growing integration of technological and biological domains.	SM1A_K06

#### 4.4. Methods of assessment of the intended learning outcomes

Teaching outcomes  (code)	Method of assessment (+/-)																				
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardized test used in e-learning		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes					
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...
W01	+				+					+	+			+			+				
W02	+				+					+	+			+			+				

															+						
W03	+				+					+	+				+			+			
U01					+						+				+			+			
U02					+						+				+			+			
U03					+						+				+			+			
K01	+									+	+				+			+			
K02	+									+	+				+			+			
K03	+									+	+				+			+			

#### 4.5. Criteria of assessment of the intended learning outcomes

## 5. BALANCE OF ECTS CREDITS – STUDENT’S WORK INPUT

\*delete as appropriate

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