



PSYCHOLOGY IN BUSINESS

PROFILE: ACADEMIC | DEGREE: BACHELOR | PROGRAM FOR 2024/2025 INTAKE



FULL-TIME STUDIES

3-year studies – 6 semesters



TOTAL NUMBER OF HOURS AND ECTS

ECTS credits: 180

No. of hours: 4575

LEGEND

FORM OF CREDIT: E – Exam, ZO – Graded credit, Z – Non-graded credit

|   COURSE TITLE | SEMESTER I | | | | | | | | | | |
|--|--------------------------|----------------------|---------------------|----------------------|---------------------|------------------------------|---------------------|----------------------|-----------------------|----------------------|----------------|
| | FULL-TIME STUDIES | | | | | | | | | | |
| | Lecture | Exercises | Seminar | Lecture-exercise | Diploma seminar | Distance learning techniques | Other | Projects | Student's own work | ECTS | Form of credit |
| Introduction Module: • Introduction to Vistula University; • OHS training; • Library training; • Business etiquette; • Introduction to Intercultural Communication | | | | | | 60 | | | | 2 | ZO |
| ICT in Business | | | | | | 30 | | 20 | | 2 | ZO |
| Artificial Intelligence vs. Intellectual Property Protection | 15 | | | | | | | 35 | | 2 | ZO |
| Foreign Language I | | | | 30 | | 60 | | 10 | | 4 | ZO/ZO |
| Introduction to Economics | 30 | 30 | | | | | | 90 | | 6 | E/ZO |
| Introduction to Management | 30 | 30 | | | | | 20 | 95 | | 7 | E/ZO/ZO |
| Introduction to psychology | 30 | 30 | | | | | 20 | 95 | | 7 | E/ZO/ZO |
| | TOTAL: 105 | TOTAL: 90 | TOTAL: 0 | TOTAL: 30 | TOTAL: 0 | TOTAL: 150 | TOTAL: 0 | TOTAL: 40 | TOTAL: 345 | TOTAL: 30 | |



COURSE TITLE

SEMESTER II

FULL-TIME STUDIES

| | Lecture | Exercises | Seminar | Lecture-exercise | Diploma seminar | Distance learning techniques | Other | Projects | Student's own work | ECTS | Form of credit |
|--|-----------------------|----------------------|-----------------------|----------------------|---------------------|------------------------------|----------------------|----------------------|-----------------------|----------------------|----------------|
| People and Organisation | 30 | | 30 | | | | | 20 | 95 | 7 | E/ZO/ZO |
| Social psychology | 30 | | 15 | | | | | 20 | 85 | 6 | E/ZO/ZO |
| Quantitative Methods in Business | 30 | 30 | | | | | | | 65 | 5 | E/ZO |
| Introduction to Finance and Accounting | 30 | | 30 | | | | | | 65 | 5 | E/ZO |
| Foreign Language II | | | | 30 | | 60 | | | 10 | 4 | E/ZO |
| Skills for Business: Cultural determinants of business | | | 30 | | | | 12 | 20 | 13 | 3 | ZO/ZO |
| | TOTAL: 120 | TOTAL: 30 | TOTAL: 105 | TOTAL: 30 | TOTAL: 0 | TOTAL: 60 | TOTAL: 12 | TOTAL: 60 | TOTAL: 333 | TOTAL: 30 | |



SEMESTER III


FULL-TIME STUDIES

| COURSE TITLE | Lecture | Exercises | Seminar | Lecture-exercise | Diploma seminar | Distance learning techniques | Other | Projects | Student's own work | ECTS | Form of credit |
|-----------------------------------|-----------------------|----------------------|----------------------|---------------------|---------------------|------------------------------|---------------------|----------------------|-----------------------|----------------------|----------------|
| Management Methods and Techniques | 30 | | 30 | | | | | 20 | 95 | 7 | E/Z0/Z0 |
| Human Resources Management | 30 | | 30 | | | | | 20 | 95 | 7 | E/Z0/Z0 |
| Marketing | 30 | 30 | | | | | | 20 | 70 | 6 | E/Z0/Z0 |
| Corporate finance and Accounting | 30 | | 30 | | | | | | 90 | 6 | Z0/Z0 |
| Psychology of development | 30 | | | | | | | | 70 | 4 | Z0 |
| Physical education | | 30 | | | | | | | | | Z |
| | TOTAL: 150 | TOTAL: 60 | TOTAL: 90 | TOTAL: 0 | TOTAL: 0 | TOTAL: 0 | TOTAL: 0 | TOTAL: 60 | TOTAL: 420 | TOTAL: 30 | |



SEMESTER IV

FULL-TIME STUDIES


| COURSE TITLE | Lecture | Exercises | Seminar | Lecture-exercise | Diploma seminar | Distance learning techniques | Other | Projects | Student's own work | ECTS | Form of credit |
|---|----------------------|---------------------|----------------------|--------------------|--------------------|------------------------------|---------------------|----------------------|----------------------|---------------------|----------------|
| | Work psychology | 30 | | 30 | | | | | 20 | 45 | 5 |
| Research Methods | 15 | | | | | | | 20 | 65 | 4 | ZO/ZO |
| Economic Enviroment in Business | 30 | | 30 | | | | | 20 | | 3 | E/ZO/ZO |
| Business Law | 30 | | 30 | | | | | | 15 | 3 | E/ZO |
| Physical education | | 30 | | | | | | | | | Z |
|  SPECIALIZATIONS TO CHOOSE | | | | | | | | | | | |
| SPECIALIZATIONS Psychology in team management | | | | | | | | | | | |
| Psychological counseling | | | 30 | | | | 12 | 20 | 63 | 5 | ZO/ZO |
| Psychology of motivation | | | 30 | | | | 12 | 20 | 63 | 5 | ZO/ZO |
| Psychological aspects of managing employees in teamwork | | | 30 | | | | 12 | 20 | 63 | 5 | ZO/ZO |
| SPECIALIZATIONS Psychology in marketing | | | | | | | | | | | |
| Consumer behavior | | | 30 | | | | 12 | 20 | 63 | 5 | ZO/ZO |
| Psychology of advertising and influence | | | 30 | | | | 12 | 20 | 63 | 5 | ZO/ZO |
| Psychology of emotions | | | 30 | | | | 12 | 20 | 63 | 5 | ZO/ZO |
| | TOTAL: 105 | TOTAL: 30 | TOTAL: 180 | TOTAL: 0 | TOTAL: 0 | TOTAL: 0 | TOTAL: 36 | TOTAL: 120 | TOTAL: 314 | TOTAL: 30 | |



COURSE TITLE

SEMESTER V

FULL-TIME STUDIES

| COURSE TITLE | Lecture | Exercises | Seminar | Lecture-exercise | Diploma seminar | Distance learning techniques | Other | Projects | Student's own work | ECTS | Form of credit |
|--|---------------------|---------------------|----------------------|--------------------|---------------------|------------------------------|---------------------|----------------------|----------------------|---------------------|----------------|
| | Diploma Seminar I | | | | | 30 | | | | 95 | 5 |
| Elective subject from the University-Wide offer | 30 | | | | | | | | 45 | 3 | Z0 |
| Entrepreneurship. Entrepreneurship training | 30 | | 15 | | | | | 20 | 10 | 3 | E/Z0/Z0 |
| Competency Testing. Fundamentals of psychometrics | 15 | 15 | | | | | | | 45 | 3 | E/Z0 |
| Coaching and mentoring | | | 15 | | | | | 20 | 15 | 2 | Z0/Z0 |
|  SPECIALIZATIONS TO CHOOSE | | | | | | | | | | | |
| SPECIALIZATIONS Psychology in team management | | | | | | | | | | | |
| Psychology of negotiation and mediation | | | 30 | | | | 12 | 20 | 63 | 5 | Z0/Z0 |
| Communication in work teams | | | 30 | | | | 12 | 20 | 63 | 5 | Z0/Z0 |
| Design thinking – agile design methodologies for team development | | | 30 | | | | 12 | 20 | 63 | 5 | Z0/Z0 |
| SPECIALIZATIONS Psychology in marketing | | | | | | | | | | | |
| Psychology of public relations and social media | | | 30 | | | | 12 | 20 | 63 | 5 | Z0/Z0 |
| Building the company's image | | | 30 | | | | 12 | 20 | 63 | 5 | Z0/Z0 |
| Design thinking – agile design methodologies in marketing | | | 30 | | | | 12 | 20 | 63 | 5 | Z0/Z0 |
| | TOTAL: 75 | TOTAL: 15 | TOTAL: 120 | TOTAL: 0 | TOTAL: 30 | TOTAL: 0 | TOTAL: 36 | TOTAL: 100 | TOTAL: 399 | TOTAL: 31 | |



COURSE TITLE

SEMESTER VI

FULL-TIME STUDIES

| | Lecture | Exercises | Seminar | Lecture-exercise | Diploma seminar | Distance learning techniques | Other | Projects | Student's own work | ECTS | Form of credit |
|---|-----------------------|----------------------|----------------------|---------------------|----------------------|------------------------------|---------------------|----------------------|-----------------------|----------------------|----------------|
| Diploma Seminar II | | | | | 60 | | | | 190 | 10 | |
| Business Policy and Strategy | 30 | 30 | | | | | | 20 | 70 | 6 | E/ZO/ZO |
| Ethical and Sustainable Business | 30 | | 30 | | | | | 20 | 20 | 4 | E/ZO/ZO |
| Ethics of the psychology profession | | | 30 | | | | 6 | | 39 | 3 | ZO |
| Elective subject from the University-Wide offer | 30 | | | | | | | | 45 | 3 | ZO |
| Elective subject from the University-Wide offer | 30 | | | | | | | | 45 | 3 | ZO |
| | TOTAL: 120 | TOTAL: 30 | TOTAL: 60 | TOTAL: 0 | TOTAL: 60 | TOTAL: 0 | TOTAL: 6 | TOTAL: 40 | TOTAL: 409 | TOTAL: 29 | |



Vistula University
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