Guidelines for Creating Faculty Curricula Senate Resolution No. 9/23 March 14th, 2023

SYLLABUS

STATE UNIVERSITY OF APPLIED SCIENCES IN WŁOCŁAWEK

Course: Internet trends

Faculty:			New media and e-business						
Speciality/specialization:			E-business						
			Media and social communication						
Unit hosting the Faculty:			New Media Department						
Practica	al cours	e profile							
Course language:			English						
Course category:			core						
Learning cycle:			2023-2026						
Academic year: II 2024/20			25 Semester: IV						
Number of hours required to complete the course in full time-mode:									
TOTAL	lecture		ACTIVE FORMS						
		classes	projects	labs	workshops	conversatory	seminar/prosemin ar	professional training	
15						15			
Method of carrying out all active forms of classes:			Classes are conducted: • in the didactic room.						
Specification of introductory courses with prerequisites:			Basic knowledge of English is required.						

Educational goal:	The aim of the course is to deepen students' individual is the Internet trends, as well as for class participants to gas boldness in speaking English on topics related to their ficulties participants will be engaged in numerous discussion challenges of professional life.	in ease and feld of study. The		
Learning outcomes (course-related):	Knowledge:			
K_U06	Skills: Student: U1. expresses themselves accurately and coherently in English during discussions and debates on topics in the fields of social communication and media sciences and management and quality			
K_U07	sciences, substantively arguing and formulating conclusions with reference to the watched film fragments and articles read,			
K_U07	U2. participates in discussions conducted in English, speaking on the topic of the Internet trends, using appropriate terminology,U3. prepares creative media and promotional-advertising messages about selected Internet trends,			
K_U12				
K_K01 K1. Student, on the basis of a critical self-asse competence, chooses the topic and scope of demonstrates responsibility for his own degroup discussions.		his presentation,		
Full course description/ syllabus content:	Contents:	Reference to the learning outcomes		
	1. Internet trends. Introduction.	U1, U2, U4, K1		
	2. Internet trends: AI.	U1, U2, U4, K1		
	3. Internet trends: advertisement and marketing.	U1, U2, U3, U4, K1		
	4. Internet trends: e-commerce.	U1, U2, U4, K1		
	5. Internet trends: social media and top influencers.	U1, U2, U3, U4, K1		

	6. Internet trends: Big Techs and apps.	U1, U2, U3, U4, K1		
	7. Internet trends: UX and UI solutions.	U1, U2, U3, U4, K1		
	8. Internet trends: streaming.	U1, U2, U4, K1		
Methods of conducting	Conversatory: discussion, text analysis wi	th discussion,	analysis of film	
classes:	fragments with discussion, group work, student speeches, simulation games.			
Student workload/ECTS points	Forms of activity	Average number of hours to complete the activity		
FULL-TIME STUDIES: • included in the working hours:		W	AF	
 lecture active forms: 15 not included in the working 	Number of hours with the participation of an academic teacher		15	
hours: - exams	Number of hours without the participation of an academic teacher:		10	
	Preparation for classes, including studying the recommended literature		7	
	2. Processing of the results/preparation for the exam, tests, other		0	
	3. Preparation of a report, presentation, discussion		3	
	Total		25	
	Total number of ECTS points for the method of classes		1	
Form and method of	Methods of passing the course:			
passing, assessment	Passing with a grade.			

criteria or requirements. Forms of passing the course: The accepted value for Students earn points for: calculating the assessment active participation in class (including speaking in discussions, substantive contribution to group work), preparing and delivering a speech on an article they have read on Internet trends and initiating a discussion. In case of excess absences, points can be made up during individual consultations. Basic criteria: Earning min. 50% of possible points to pass the course. Value for calculating the assessment: % of points grade - F 0% - 49% 50% - 59% - C 60% - 69% - C+ 70% - 79% - B 80% - 89% - B+ 90% - 100% - A **Compulsory literature:** Literature list: 1. Chat GPT: Are We Ready?, 'Business English" 2023, nr 95. 2. Will Knight, Yes, Chat GPT is Coming for Your Office Job, Wired, www.wired.com/story/yes-chatgpt-is-coming-for-office-job 3. Jane Wakefield, Will the metaverse be your new workplace?, BBC, https://www.bbc.com/news/business-64173594 4. Gulnaz Khan, Talking to kids about fast fashion and the environment, 'National Geographic',

- https://www.nationalgeographic.com/family/article/talking-tokids-about-fast-fashion-and-the-environment
- 5. Kristine Moffitt, Neda Azafar, A Guide to Influencers: Mega, Macro, Micro, and Nano, Entertain Impact, https://www.entertainimpact.com/2021/10/aguide-to-influencersmega-macro-micro-and-nano/
- 6. Lewis Gordon, How to Make the Video Game Industry Greener, 'Wired', https://www.wired.com/story/how-to-make-video-gamesgreen/

Supp	lementary	literature:

The lecturer can recommend articles on topics related to film and business from current issues of English-language online magazines and the "Business English" magazine available in the university library.

Names of person/persons who prepared the course description: Agnieszka Powierska, PhD