

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						
Practical course profile								
Course language:		English						
Course category:		core						
Learning cycle:		2023-2026						
Academic year: II 2024/2025					Semester: IV			
Number of hours required to complete the course in full time-mode:								
TOTAL	lecture	ACTIVE FORMS						
		classes	projects	labs	workshops	conservatory	seminar/proseminar	professional training
15						15		
Method of carrying out all active forms of classes:		Classes are conducted: <ul style="list-style-type: none">in the didactic room.						
Specification of introductory courses with prerequisites:		Basic knowledge of English is required.						

	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 classes:	Conversatory: discussion, text analysis with discussion, analysis of film fragments with discussion, group work, student speeches, simulation games.		
Student workload/ECTS points FULL-TIME STUDIES: <ul style="list-style-type: none">included in the working hours:<ul style="list-style-type: none">lectureactive forms: 15not included in the working hours:<ul style="list-style-type: none">exams	Forms of activity	Average number of hours to complete the activity	
		W	AF
	Number of hours with the participation of an academic teacher		15
	Number of hours without the participation of an academic teacher:		10
	1. 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 passing, assessment	Methods of passing the course: <ul style="list-style-type: none">Passing with a grade.	

<p>criteria or requirements.</p> <p>The accepted value for calculating the assessment</p>	<p>Forms of passing the course:</p> <p>Students earn points for:</p> <ul style="list-style-type: none"> • 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. <p>In case of excess absences, points can be made up during individual consultations.</p> <hr/> <p>Basic criteria:</p> <p>Earning min. 50% of possible points to pass the course.</p> <hr/> <p>Value for calculating the assessment:</p> <table> <thead> <tr> <th><u>% of points</u></th><th><u>grade</u></th></tr> </thead> <tbody> <tr> <td>0% - 49%</td><td>- F</td></tr> <tr> <td>50% - 59%</td><td>- C</td></tr> <tr> <td>60% - 69%</td><td>- C+</td></tr> <tr> <td>70% - 79%</td><td>- B</td></tr> <tr> <td>80% - 89%</td><td>- B+</td></tr> <tr> <td>90% - 100%</td><td>- A</td></tr> </tbody> </table>	<u>% of points</u>	<u>grade</u>	0% - 49%	- F	50% - 59%	- C	60% - 69%	- C+	70% - 79%	- B	80% - 89%	- B+	90% - 100%	- A
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80% - 89%	- B+														
90% - 100%	- A														
<p>Literature list:</p>	<p>Compulsory literature:</p> <ol style="list-style-type: none"> 1. Chat GPT: Are We Ready?, 'Business English' 2023, nr 95. 2. Will Knight, <i>Yes, Chat GPT is Coming for Your Office Job</i>, <i>Wired</i>, www.wired.com/story/yes-chatgpt-is-coming-for-office-job 3. Jane Wakefield, <i>Will the metaverse be your new workplace?</i>, <i>BBC</i>, https://www.bbc.com/news/business-64173594 4. Gulnaz Khan, <i>Talking to kids about fast fashion and the environment</i>, 'National Geographic', https://www.nationalgeographic.com/family/article/talking-to-kids-about-fast-fashion-and-the-environment 5. Kristine Moffitt, Neda Azafar, <i>A Guide to Influencers: Mega, Macro, Micro, and Nano</i>, <i>Entertain Impact</i>, https://www.entertainimpact.com/2021/10/aguide-to-influencers-mega-macro-micro-and-nano/ 6. Lewis Gordon, <i>How to Make the Video Game Industry Greener</i>, 'Wired', https://www.wired.com/story/how-to-make-video-games-green/ 														

	<p>Supplementary literature:</p> <p>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.</p>
<p>Names of person/persons who prepared the course description: Agnieszka Powierska, PhD</p>	