Study program

Information science with business English

2nd degree

from the academic year 2023/2024

1. Field of the study

Information science with Business English

2. Short description of study

The course of study in *Computer Science with Business English* falls mainly within the social sciences 52% (leading discipline: social communication sciences and media) and the humanities a total of 48% (disciplines: cultural and religious sciences - 30% and linguistics - 18%). The study aims to: 1) prepare students in depth for information management (searching, selecting, verifying, developing, organizing, designing, documenting, processing, visualizing, etc. information); 2) to develop in students in a deeper way scientific competence, related to the disciplines: social communication and media sciences and cultural and religious sciences, including familiarizing them with the latest Polish and English-language literature in this field, methods of scientific work, principles of operationalization and conceptualization of research, preparation of descriptions of the results of research data analysis, formulation of conclusions, observance of the law related to respect for copyright; 3) to deepen students' skills in the use of business English with particular emphasis on the vocabulary of the leading discipline to which the major has been assigned; 4) to develop in students soft skills.

The course, combining social and humanistic approaches in an original way, is intended for people who are interested in the use of information and communication technologies in the modern world. Its graduates, as specialists in the design of useful and functional information spaces, in the visualization of information, are expected to be supporters of society in building a digital Poland, including in the use of its citizens in the use of Internet resources in the areas of science, culture, education and business.

3. Studies degree

Master studies

4. The profile of the studies

All-academic

5. The form of the studies

stationary

6. The goals of education

To develop and deepen in students competencies related to:

- workshop and the specifics of scientific research primarily in the fields of social communication sciences and media, but also in cultural sciences and religion;
- information visualization, including data analysis and infographics design;
- the role of cultural factors in the management of information processes, including in economic terms, in various economic sectors and cultural and scientific institutions;
- working in positions related to information management (searching, collecting, selecting, designing, processing, inputting, analyzing, synthesizing, documenting, verifying and interpreting information);
- acquiring knowledge about the structure, features, functions and development of the information society and learning about the role of modern technologies in cyberculture, used in various spheres of human information activities in e-society;
- self-development and self-improvement (soft competencies);
- linguistic communication in English up to the B2+ level with particular emphasis on Business English and scientific vocabulary related to the disciplines to which the major is assigned.

7. Professional title

M.A.

8. Employment opportunities and continuing education of the graduate

Within the meaning of the Ordinance of the Minister of Labor and Social Policy of August 7, 2014 on the classification of professions and specialties for the needs of the labor market, the scope of its application (Journal of Laws of 2014, item 1145 as amended OJ. 2016 item 1876, consolidated text Dz. U. 2018 item 227) and in relation to the broad levels of competence defined in ISCO-08, as well as the levels of education contained in the International Standard Classification of Education (ISCED 2011), a graduate of the second degree program in *Information Science with Business English* is prepared to perform the professions classified in the grand group of

1/ representatives of public authorities, senior officials and managers,

2/ specialists.

The knowledge, skills and social competencies formed at the studies may be useful especially in the performance of the professions listed hereafter, generally after appropriate work experience and practice. It is not excluded that in some cases it will be necessary to supplement the education, this applies primarily to group 1 large, in which people in management positions are listed.

Group 1 major: Public officials, senior officials and managers
112004 Chief information officer
134908 Library manager
143904 Conference center manager

Group 2 great: Specialists
216604 Graphic designer
216605 Web graphics designer
216606 Multimedia animation specialist
216690 Other graphic and multimedia designers
235104 Information and communication technology methodologist
243110 Social media specialist
251301 Website architect
251302 Designer of multimedia applications, animation and computer games
251303 Web development specialist
262201 Information and media reports analyst
262202 Website traffic analyst
262204 Information broker (researcher)
262205 Web site content manager
262206 Scientific, technical and economic information specialist
262207 Information management specialist
262208 Documentation management specialist
264207 Web site editor
265902 Blogger / vlogger

After completing Computer Science with Business English, graduates can find employment in:
- cultural institutions;
- libraries;
- centers of scientific information;
- editorial offices of magazines and newspapers;
- publishing houses;
- companies engaged in personnel consulting, consulting, market analysis (especially in the field of information search and analysis);
- companies engaged in media analysis, Internet and information design (including infographics);
- consulting and information outlets;
- local and central government administrations (in the field of information management);
- portals, editorial offices and websites, social media;

- companies (especially in the area of design, information retrieval and analysis, document analysis, creation of solutions for advertising and e-commerce).

Graduates of the course can continue their education in postgraduate studies, deepening their knowledge by the scope particularly desirable in the industry, as well as in the Doctoral School and further education courses at the University of Lodz or other universities, including foreign ones.

9. Entry requirements, expected competencies of a candidate described in the language of learning outcomes

The course of study in *Information Science with Business Englis*h is particularly addressed to graduates of the undergraduate course *Information in the Digital Environment* conducted in the Department of Information, Book and Library Science; graduates of other first-level courses in the humanities and social sciences may also become students of the course. Accordingly, the candidate is expected to be able to: evaluate, critically analyze and synthesize, as well as creatively interpret and present information from appropriately selected sources at a basic level, select and apply available methods, tools and technologies for the implementation of the tasks undertaken, as well as make appropriate modifications to them, take into account a variety of complex considerations in their activities, as well as analyze and evaluate in the context of these conditions and observed development trends, use the ability to communicate with different audiences with the use of specialized terminology and conduct discussions to create and maintain appropriate relationships in connection with the conducted activity, including in an international environment, independently plan their own lifelong learning. In addition, he or she is ready: to responsibly perform professional functions, taking into account the changing needs of society, promoting and developing professional ethics, a culture of pro-quality and a culture of cooperation in the activities conducted.

The course is dedicated to graduates of bachelor's, engineering or master's degrees in all fields.
Expected knowledge of English at least at the B2 level.

10. Fields and scientific disciplines to which the learning outcomes apply

The field of social sciences: social communication sciences and media: 52% - the leading discipline; the field of humanities: cultural and religious sciences 30% and linguistics 18%.

11. Identification of the directional learning outcomes for a given type of qualification with reference to the description component of the first and second level characteristics of the PRK (Polish Qualifications Framework)

In accordance with the current model for the description of learning outcomes - constituting an annex to Resolution No. 620 of the Senate of the University of Łódź dated 18.11.2019 on guidelines for the development of the curriculum of the University of Łódź (as amended).

Symbol of the learning effect describing the study program*.	Learning outcome describing the study program	Reference to the first and second degree characteristics description component of the PRK
Knowledge: student		
01I2A_W01	has in-depth, ordered and theoretically supported detailed knowledge, including key issues in the field of social communication sciences and media and cultural and religious sciences, including knowledge of selected facts, objects, phenomena and events to which they are subjected; knows scientific methods of their study and theories explaining the complex relationships between them	P7S_WG
01I2A _W02	to an in-depth degree, he knows and understands: the main trends in the development of the sciences of social communication and media, as well as the sciences of culture and religion, as well as the fundamental dilemmas of modern civilization in the cultural context	P7S_WG P7S_WK
01I2A _W03	to an in-depth degree knows the economic, legal and ethical conditions of various professional activities related to information management, including the principles of protection of intellectual property and copyright law	P7S_WK
01I2A _W04	knows the basic principles of creation and development of various forms of entrepreneurship	P7S_WK
Skills: student is able to		
01I2A _U01	use knowledge to formulate and solve complex research problems in the field of social communication sciences and media, as well as in the field of cultural and religious sciences, formulate and verify research hypotheses; perform tasks in an innovative way by selecting and applying appropriate scientific, information and communication methods, techniques and tools, moreover, describe the results of their research using scientific terminology; properly manage information: search, select and evaluate databases and various sources of information; analyze, synthesize, design, present and document data and information	P7S_UW
01I2A _U02	communicate on specialized topics with diverse audiences, including the use of English at the B2+ level of the Common European Framework of Reference for Languages, including the use of specialized scientific and business terminology	P7S_UK
01I2A _U03	interact with others as part of teamwork and take a leading role in it	P7S_UO
01I2A _U04	independently plan their own lifelong learning	P7S_UU
Social competences: the student is ready to		
01I2A _K01	critically evaluate their work and their knowledge	P7S_KK
01I2A _K02	recognize the importance of knowledge in solving research and practical problems and consulting experts when having difficulty solving a problem on their own	P7S_KK
01I2A _K03	organize activities for the benefit of the social environment	P7S_KO
01I2A _K04	think and act in an entrepreneurial manner (e.g., is: accurate, creative, communicative, responsible, independent, systematic, timely)	P7S_KO
01I2A _K05	Create and develop models of proper conduct in the work environment, responsible performance of professional roles, taking into account the changing needs of society	P7S_KR

* The learning outcome symbol includes 10 symbols:
- first two symbols - two-digit unit code:
01 - W. Philological,
- the third symbol - the code of the direction: the letter specified by the unit;
- the fourth symbol - the code of the specialty specified by the unit: if the directional learning effects are described, i.e. the effects are directed to all specialties, then the fourth symbol is a dash;
- fifth symbol - the code of the level of study
   1 - 1st degree,
   2 - second degree,
   0 - unified studies;
- the sixth symbol - the code of the study profile:
   A - general academic,
   P - practical;
- seventh symbol - underlining _;
- eighth symbol - learning effect category code:
   W - knowledge,
   U - skills,
   K - social competence;
- symbol nine and ten - two-digit number of the learning effect.

12. Conclusions from the analysis of the compatibility of learning outcomes with the needs of the labor market and the social environment, conclusions from the analysis of the results of monitoring the careers of graduates and proven international models

On the basis of an analysis of 500 job offers posted on online job placement services (pracuj.pl, LinkedIn-Praca, Central Job Offer Database - praca.gov.pl), a high demand of the labor market for knowledge, skills and attitudes related to designing, acquiring, processing, analyzing and using information was shown. 63 offers from companies and institutions were identified (12.5% of all offers), in which the following hard competencies were indicated as key:
   - knowledge of English (in 67% of the identified offers)

- knowledge of Office (43%)
- knowledge of Excel (30%)
- knowledge of social media and social media analysis tools (16%)
- searching, acquiring and verifying information (16%)
- knowledge of Word (14%)
- knowledge of advertising and marketing (14%)
- ability to create (good) texts (14%)
- ability to analyze data/information (11%)
and soft skills:
- good work organization (in 38% of the identified offers)
- analytical thinking/abilities (33%)
- communication and interpersonal skills (32%)
- ability to work in a team (24%)
- accuracy (22%)
- independence (22%)
- commitment (22%)
- working under time pressure (21%)
- focus on results (14%)
- creativity (14%)
- attention to detail (13%)

On the basis of an analysis of labor market offers, it was determined that his main expectations are primarily soft competencies (e.g., good work organization, ability to work in a team, accuracy, independence, focus on results, creativity), so the study was designed to develop and verify their level among students in the course.

The Faculty of Philology does not have its own unit for monitoring the careers of graduates. The university-wide unit set up for this purpose, the Academic Career Office, has information on the places of employment of graduates of the various majors of the Faculty of Philology. Partial monitoring conducted by the Department of Information, Book and Library Science in the form of a survey of the needs of the local labor market (Infosys, Ericsson, Lodz Entrepreneurship Council), confirms the suitability of studies and learning outcomes.

13. Relation to the mission of the university and its development strategy

A description of the University of Lodz's mission and strategy can be found in Resolution No. 195 of the University of Lodz Senate of June 18, 2021 on the adoption of the University of Lodz's Strategy for 2021-2030.

The mission and strategy of the University of Lodz (2021-2030) indicated in Resolution No. 195 of the Senate of the University of Lodz dated June 18, 2021 refers to the more than 70-year academic tradition of the university, whose first rector was Prof. Tadeusz Kotarbinski. The university's mission consists of the notions of community, openness, unity in diversity, innovation for development and elitism, which coincide with the assumptions of the *Information Science with Business English* course, combining the issues of information quality, foreign language skills, openness to people with similar education in order to offer them professional and social competencies useful in the labor market.

The course of *Information Science with Business English* is part of the broader context of strategic planning of the university's activities by building a competitive advantage in terms of creating a direction that is unique in the country and is the result of an in-depth analysis of the market and employers' expectations of the profiles of University of Lodz graduates. It also constitutes a strengthening of the attractiveness of the teaching offer directed to the local community at the level of second-cycle studies, being an element of the process, started by the Department of Information, Book and Library Science in 2013, of comprehensively updating the teaching offer (launching a major: *Information in the digital environment*) and developing in the area of social communication sciences and media a number of innovative studies, the results of which are published in domestic and foreign publications and presented at international scientific conferences.

The study program and syllabuses of individual subjects have been structured in such a way as to combine, in accordance with the Strategy of the University of Lodz, the demonstration of scientific achievements and practical values, as well as to encourage the use of scientific achievements in professional activities, so that the course of study coincides with the adopted Strategy of the Faculty of Philology of the University of Lodz for 2021-2030.

The concept and program of studies fully corresponds to the strategy of the University of Lodz also due to the priority of internationalization of education mentioned in the document. The study program assumes preparation of students for independent acquisition of new competencies and for undertaking postgraduate studies and doctoral schools, as well as for continuation of education also abroad, thus creating the basis for effective lifelong learning.

14. Differences from other study programs with similarly defined objectives and learning outcomes conducted at the University of Lodz

The course of *Information Science with Business English* of the second degree is an extension and deepening of the issues of digital areas and information theory found in the program of the direction of *Information in the Digital Environment* of the first degree. The program of the *Information Science with Business English* major emphasizes the deepening of students' knowledge of information management, including information architecture, as well as the improvement of language skills (business English).

At the University of Lodz there is a wide didactic offer of majors in the field of work with information (such majors as: Linguistics for Business, Geoinformation, New Media and Digital Culture, Data Analysis), the subjects implemented within their framework are related to specific issues (respectively: linguistics, geography, information technology, cultural studies). On the other hand, classes in the field of *Information Science with Business English* focus on: the theory and practice of information management and its architecture in a cultural context; media and communication; without overlapping with the learning outcomes assigned to the above-mentioned majors.

15. Curriculum

PLAN STUDIÓW

kierunek studiów: Informatologia z biznesowym językiem angielskim
profil studiów: ogólnoakademicki
stopień: II
forma studiów: stacjonarne
od roku: 2023/2024

Rok	Semestr	Przedmiot	w1	w2	w3	k1	k2	k3	p1	p2	t	l	lj	s	r	pr	Razem	Forma zaliczenia (o/e)	ECTS	MK/MKM/MJ
1	I	Informatologia w Polsce i na świecie			14												14	o	2	MKM
		Metodologia badań (Research Methodology)						28									28	o	3	MK/MKM
		Zarządzanie informacją	14														14	o	1	MKM
		Zarządzanie informacją 1: Narzędzia analizy danych										28					28	o	5	MKM
		Zarządzanie czasem i praca w zespole				14											14	o	1	MK/MKM
		Zarządzanie i marketing	14				14										28	o	3	MK/MKM
		Architektura informacji			14												14	o	2	MKM
		Bibliometria i bazy elektroniczne				28											28	o	2	MK/MKM
		Blok B*															28	o	2	MK/MKM
		Seminarium magisterskie 1												28			28	o	4	MK/MKM
		Lektorat											56				56	o	4	MJ
		razem I semestr:															**280**		**29**	
	II	Organizacja informacji i wiedzy				14											14	o	1	MK/MKM
		Zarządzanie informacją 2: projektowanie i pozycjonowanie stron www							21								21	o	4	MKM
		Architektura informacji 1				14											14	o	2	MKM
		Audyt informacyjny					14										14	o	3	MK/MKM
		Ekologia informacji i bezpieczeństwo w sieci				14											14	o	2	MK/MKM
		Zarządzanie dokumentami w firmie				14											14	o	2	MK/MKM
		Problems of Informatology in English				14											14	o	2	MK/MKM
		Seminarium magisterskie 2												28			28	o	4	MK/MKM
		Business English 1				28											28	o	2	MJ/MK/MKM
		Lektorat											56				56	o	4	MJ
		C Przedmiot ogólnowydziałowy/ogólnouczelniany do wyboru*															28	o	3	MK
		Praktyki zawodowe														60	60	o	2	MJ/MK/MKM
		razem II semestr:															**305**		**31**	
		razem I rok:															**585**		**60**	
2	III	Zarządzanie informacją 3: analiza, synteza i weryfikacja informacji										28					28	e	5	MKM
		Architektura informacji 2					28										28	o	6	MKM
		Humanistyka cyfrowa				14											14	o	1	MK/MKM
		Zarządzanie relacjami z klientami				14											14	o	1	MK/MKM
		Scientific Texts Writing					28										28	o	4	MK/MKM
		Kultura partycypacji w środowisku cyfrowym: Wikipedia				14											14	o	1	MK/MKM
		Blok B*															28	o	2	MK
		Seminarium magisterskie 3												28			28	o	4	MK/MKM
		Business English 2				28											28	o	2	MJ/MK/MKM
		Lektorat											56				56	o	4	MJ
		razem III semestr:															**266**		**30**	
	IV	Architektura informacji 3					28										28	e	4	MKM
		Informatolog na rynku pracy				14											14	o	2	MK/MKM
		Conferences and Events Organisation				28											28	o	2	MK/MKM
		Seminarium magisterskie 4**												28			28	e	16	MK/MKM
		Business English 3				28											28	e	2	MJ/MK/MKM
		Lektorat											56				56	e	4	MJ
		razem IV semestr:															**182**		**30**	
		razem II rok:															**448**		**60**	
		RAZEM W CIĄGU TOKU STUDIÓW: godzin*:															**1033**	ECTS:	**120**	

MK - moduł nauk o kulturze i religii; MKM - moduł nauk o komunikacji społecznej i mediach; MJ - moduł językoznawczy

W 1 semestrze do zaliczenia kurs BHP, szkolenie biblioteczne i kurs ochrony prawa autorskiego

Liczba godzin

* Liczba godzin na przedmiot ogólnowydziałowy lub z grupy B jest przykładowa i może ulec zmianie w zależności od wyboru studenta przy zachowaniu punkt

** W tym: 1 ECTS za seminarium, 10 ECTS za pracę dyplomową, 5 ECTS za egzamin dyplomowy

skróty

w1, w2, w3: wykład, nakład pracy studenta 1,2,3 (wprowadzający, kursowy, monograficzny)
k1, k2, k3: konwersatorium nakład pracy studenta 1,2,3
cw: ćwiczenia
cm: ćwiczenia metodyczne
p1, p2: proseminarium, nakład pracy studenta 1,2
s: seminarium
l: laboratorium
lj: lektorat języka
wr.: warsztaty
pr: praktyki
t: translatorium
r: repetytorium

16. Balance of ECTS points along with indicators characterizing the study program

The number of semesters and the total number of ECTS credits a student must earn to obtain a specific qualification	4 semesters; 120 ECTS
the total number of hours of classes, including internships, that a student must complete during the course of study; in the case of specialties/modules/elective subjects with different numbers of hours - the highest total number of hours	1033
The total number of ECTS credits a student must obtain from contact classes (requiring direct participation of lecturers and students).	87 ECTS, accounting for 72.5% of the score
The total number of ECTS credits that a student must obtain in practical skills classes	2 ECTS (internship)
The number of ECTS credits that a student must obtain by completing modules of study in general or in another field of study.	3 ECTS
The number of ECTS credits to be obtained by the student in the humanities or social sciences.	Number of ECTS credits to be obtained by the student in social sciences 62 ECTS and humanities 58 ECTS
The number of ECTS credits a student must obtain in elective courses	Seminaries 28 ECTS Blok B 4 ECTS Blok C 3 ESTS Internship 2 ECTS Lectureship 4x4 ECTS=16 ECTS **TOTAL:** 53 ECTS (44 % ECTS)

17. Description of the process leading to learning outcomes

a) descriptions of subjects (syllabuses), within the scope defined by a separate order of the Rector - attached (included at the end of the document ; cf. appendix)

b) determination of the dimension, rules and form of professional practice

Dimension of internship: 60 hours

Rules for internship

The internship should take place in a broadly defined business sector (profit and non-profit) - an information and promotion center or department, a company providing services in the information sector, service sector including a library (depending on the student's interests).

- the final decision on the location of the internship is made by the internship supervisor; the student can independently find a place to carry out professional internship, provided that he/she gets the approval of the internship supervisor

- a single stay in the facility where the practice is carried out cannot be shorter than 5 hours

- internship cannot be carried out on the date of classes

- contact the internship supervisor to determine the place of internship and collect: the agreement between the University of Lodz and the institution organizing the internship, the referral, the internship program and the internship logbook

- the date and place of summer internships should be agreed no later than the end of the summer session in June

- exemptions from internships are granted only when meeting the requirements enshrined in the Resolution No. 608 of the Senate of the University of Lodz adopted at the 36th working session of the 2012-2016 term on April 11, 2016.

- For the duration of the internship, it is recommended that the student has NNW insurance (personal accident insurance).

In addition, students are given the opportunity to apply for internships under the ERASMUS+ program.

Form of internship: continuous directional professional internship

The purpose of internships after the first year of full-time II° studies is: 1/acquaint students with the specifics of the activities of institutions managing commercially and non-commercially (profit and non-profit sector) various types of information, 2/acquire and consolidate knowledge and deepen skills in the field of information management in the company including information design, 3/develop social competence necessary for proper functioning in the workplace. The tasks to be performed for the student and the learning outcomes (operationalized) in a given workplace are determined by the professional internship supervisor together with the internship supervisor from the University of Lodz, based on the outcomes indicated in the table.

Verification of learning outcomes (in terms of knowledge, skills and social competencies) by the company's internship supervisor is carried out on the basis of the internship logbook containing a description of the internship and an evaluation (on a scale of 2-5) given by the company's internship supervisor. It is a component of the internship grade given by the University's faculty supervisor.The student is required to paste into the internship logbook the completed Student Soft Skills Evaluation Sheets by:1) the professional supervisor of the internship and 2) the student.

Table, which defines the relationship between the directional effects and the learning outcomes defined for individual subjects or modules of the educational process (alphabetical order by subject name)

semestr	Przedmioty	01I2A_W01	01I2A_W02	01I2A_W03	01I2A_W04	01I2A_U01	01I2A_U02	01I2A_U03	01I2A_U04	01I2A_K01	01I2A_K02	01I2A_K03	01I2A_K04	01I2A_K05
1	Information architecture													
2	Information architecture 1													
3	Information architecture 2													
4	Information architecture 3													
2	Information audit													
1	Bibliometrics and electronic databases													
2	Business English 1													
3	Business English 2													
4	Business English 3													
4	Conferences and Events Organisation													
2	Information ecology and network security													
3	Digital humanities													
4	Information science profesionalist in the labor market													
1	Information science in Poland and worldwide													
3	Participatory culture in the digital environment: Wikipedia													
1	Lectureship													
2	Lectureship													
3	Lectureship													
4	Lectureship													
1	Research Methodology													
2	Organization of information and knowledge													
2	Internship													
1	Problems of informatology in English													
3	Scientific Texts Writing													
1	Master's seminar 1													
2	Master's seminar 2													
3	Master's seminar 3													
4	Master's seminar 4													
1	Time management and teamwork													
2	Document management in the company													
1	Management and marketing													
1	Information management													
1	Information management 1: data analysis tools													
2	Information management 2: web design and positioning													
3	Information management 3: analysis, synthesis and verification of information													
3	Customer relationship management													

18. Indication of activities that ensure students' participation in the conduct of research in the second degree program

Activities that ensure students' participation in research are primarily seminars.
- Master's seminar 1 (4 ECTS).
- Master's seminar 2 (4 ECTS)
- Master's seminar 3 (4 ECTS)
- Master's seminar 4 (16 ECTS).
In addition to this, students take classes to prepare for research as part of their course work. These consist of:
- Information science in Poland and worldwide (2 ECTS)
- Research methodology (Research Methodology) (3 ECTS)
- Bibliometrics and electronic databases (2 ECTS)
- Problems of Informatology in English (4 ECTS)
- Scientific Texts Writing (4 ECTS)
- Information Management: W1 (1 ECTS)
- Information Management 1: lab. (4 ECTS)
- Information Management 3: lab. (5 ECTS)
- Time management and teamwork (1 ECTS)
- Social communication sciences and media in Poland and worldwide: W3 (2 ECTS)
- Organization of information and knowledge (1 ECTS)
- Lectures (4x4 ECTS)
A total of 73 ECTS, which is 60% of ECTS

In the first semester, the student is required to complete the following training courses through e-learning:
- health and safety training (5 h)
- library training (2 h)
- training in intellectual property prote\ction and copyright law (10 h)