

COURSE/MODULE DESCRIPTION (SYLLABUS)

1.	Course/module Public relations, entrepreneurship, organization of history events
2.	University department Institute of History
3.	Course/module code
4.	Course/module type – mandatory (compulsory) or elective (optional) mandatory
5.	University subject (programme/major) Public history
6.	Degree: (<i>master, bachelor</i>) Master
7.	Year (if applicable)
8.	Semester (<i>autumn, spring</i>)
9.	Form of tuition and number of hours Lecture 15 h, Class 15 h
10	Name, Surname, academic title Dr Wojciech Kucharski (Ośrodek Pamięć i Przyszłość)
11	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Basic historical knowledge, writing and research skills
12	Objectives To familiarize students with various types of public history projects (e.g. exhibitions, publications, events, educational projects). To develop skills

	related to project management and organization. To present a public history institution and its activities.	
13	Learning outcomes Has detailed knowledge about the cultural institutions and other entities that participate in shaping historical memory and politics of history. Knows and understands basic terms and principles of the protection of intellectual property and the necessity and rules of copyright management. Is capable of acquiring knowledge and enhancing research skills on his/her own and of undertaking autonomous actions in order to develop skills and take care of the professional career. Is capable of integrating knowledge from various disciplines of the humanities and of implementing it in non-typical professional situations of public historian's job. Is capable of communicating via various communication channels and techniques with both specialists in history and general public. Can coordinate and co-organize public history projects. Correctly identifies and solves the dilemmas related to the popularization of historical knowledge. Actively participates in the activities aimed at protecting cultural heritage of his region, country and Europe.	Outcome symbols, e.g.: <i>K_W01*</i>, <i>K_U05</i>, <i>K_K03</i> K_W06 K_W09 K_U03 K_U04 K_U08 K_K03 K_K04 K_K05
14	Content Politics of history and public history in Poland. A cultural institution (term, functions, examples) Contemporary museums Defining a public history project Historical content of the Internet	

	Historical exhibitions Popular publications related to history Out-of-school educational projects (city games, reenactments) Licences Project management basics Project budget Project accounting – legal issues Project promotion Preparing history-related content for the projects Work ethics	
15 .	Recommended literature	
16 .	Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress: lecture: test class: writing assignment	
17 .	Language of instruction English	
18 .	Student's workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study programme) :	15
	- lecture:	15
	- classes:	
	student's own work, e.g.:	25
	- preparation before class (lecture, etc.)	20
	- writing course report:	15
	- preparing for exam:	
	Hours	90
	Number of ECTS	3

* Key to symbols:

K (before underscore) - learning outcomes for the programme

W - knowledge

U - skills

K (after underscore) - social competences

01, 02, 03 and subsequent - consecutive number of learning outcome