

ERUA Intensive Course: Organizing Self, Others and Environment: Psychological, Social and Cultural Perspectives

SWPS University in Wrocław, Poland

April 22-24, 2026

Module 1: Organizing the Self – Heuristics and Decision Making.

You will learn about cognitive biases and decision-making models such as the Joy of Missing Out (JOMO)/Fear of Missing Out (FOMO) in uncertain situations. You will also discuss elements of individual motivation, specifically the Deci's and Ryan's Self-Determination Theory that will help you understand psychological needs as drivers for effective self-organization and well-being.

Module 2: Organizing Others – Communication, Social Psychology, and Intercultural Processes

You will understand the social psychology of teams (roles, norms, and social phenomena such as conformism, facilitation, and social loafing). You will learn how to manage intergroup conflict by using various techniques, for example: Nonviolent Communication (NVC), paraphrasing, active listening, and giving feedback). You will apply critical approach to brand development and organizational discourse. You will discover intercultural dimension of organizations by comparing organizational communication styles in a Polish-German context — enabled by historical links between these two nations that are still present in Wrocław today.

Module 3: Organizing Space – Environment, Relations, and the City

You will understand the impact of physical space on productivity and social relations. You will learn how office design principles (including psychological and social aspects of feng shui) and urban planning impact social organizations. You will discuss city branding and conduct narrative analysis.

Wrocław as a Living Lab

For the purpose of this course the city of Wrocław will serve as the ultimate case study. You will conduct analysis of two areas:

- Historical space – you will participate in a guided tour of the Museum of Wrocław to analyze how the city's organization throughout history has influenced its contemporary social structure and identity.
- Contemporary space — you will visit a contemporary corporate office or a technology hub to observe an actual spatial and team organization.

The tours will be followed by a Q&A session with a local manager or architect.