

## Subject card

|                                             |                                                                                                                                                                                                                                                                  |                                                          |                                         |                                     |                                                                                                                                                |            |     |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | Sustainable Business Models, PG_00177849                                                                                                                                                                                                                         |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| Field of study                              | Management                                                                                                                                                                                                                                                       |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                                                                                                     |                                                          | Academic year of realisation of subject |                                     | 2025/2026                                                                                                                                      |            |     |
| Education level                             | Master's studies                                                                                                                                                                                                                                                 |                                                          | Subject group                           |                                     | Obligatory subject group in the field of study<br>Optional subject group<br>Subject group related to scientific research in the field of study |            |     |
| Mode of study                               | full-time studies                                                                                                                                                                                                                                                |                                                          | Mode of delivery                        |                                     | at the university                                                                                                                              |            |     |
| Year of study                               | 1                                                                                                                                                                                                                                                                |                                                          | Language of instruction                 |                                     | Polish                                                                                                                                         |            |     |
| Semester of study                           | 2                                                                                                                                                                                                                                                                |                                                          | ECTS credits                            |                                     | 6.0                                                                                                                                            |            |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                         |                                                          | Assessment form                         |                                     | credit                                                                                                                                         |            |     |
| Conducting unit                             | Department of Strategic Development and Quality Science -> Faculty of Management -> Rector                                                                                                                                                                       |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                               |                                                          | dr inż. Ewa Malinowska                  |                                     |                                                                                                                                                |            |     |
|                                             | Teachers                                                                                                                                                                                                                                                         |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                                      | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                                                                                                                        | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                            | 15.0                                                     | 45.0                                    | 0.0                                 | 0.0                                                                                                                                            | 0.0        | 60  |
|                                             | E-learning hours included: 0.0                                                                                                                                                                                                                                   |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| Learning activity and number of study hours | Learning activity                                                                                                                                                                                                                                                | Participation in didactic classes included in study plan |                                         | Participation in consultation hours |                                                                                                                                                | Self-study | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                            | 60                                                       |                                         | 4.0                                 |                                                                                                                                                | 86.0       | 150 |
| Subject objectives                          | The aim of the course is to familiarize students with the possibilities of practical use of new business models that take into account the sustainable development paradigm and the possibilities of obtaining financing for their introduction and maintenance. |                                                          |                                         |                                     |                                                                                                                                                |            |     |

| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                               | Subject outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Method of verification                                                       |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
|                                 | [ZARZMU2_K03] The student is ready to think and act entrepreneurially and responsibly, initiate, coordinate, and participate in projects that benefit the social environment and the public interest, and inspire others in this area.                                                                       | The student engages in tasks and projects aimed at developing business solutions for sustainable development.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | [SK2] presentation/project/paper/report                                      |
|                                 | [ZARZMU2_U06] Students can utilize and integrate structured, detailed knowledge of management, quality sciences, economics, and finance to address dilemmas and formulate solutions, including innovative ones, to complex or atypical management problems that arise in professional settings.              | The student selects and applies selected solutions and tools for designing sustainable business models.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | [SU4] test/exam - oral or written                                            |
|                                 | [ZARZMU2_W09] The student possesses a comprehensive understanding of the principles involved in the creation and development of both traditional and modern forms of entrepreneurship, drawing from management, quality sciences, economics, and finance.                                                    | The student explains the principles of designing sustainable business models and the principles of evaluating enterprises' activities in this area.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | [SW4] test/exam - oral or written                                            |
|                                 | [ZARZMU2_W08] The student possesses a deep understanding of management processes, including their objectives, specificity, complexity, and how they relate to other organizational processes, alongside the challenges and dilemmas presented by a dynamically changing environment.                         | The student characterizes and compares business models based on the concept of sustainable development and explains the functioning of sustainable finance and the role of enterprises and financial institutions in sustainable development.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | [SW4] test/exam - oral or written                                            |
|                                 | [ZARZMU2_U02] The student can identify complex issues related to the organization's operations, the processes within it, and its relationships with a changing environment, proposing appropriate and innovative solutions.                                                                                  | The student proposes sustainable solutions and applications of the selected sustainable business model in the enterprise.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | [SU2] presentation/project/paper/report<br>[SU4] test/exam - oral or written |
| Subject contents                | Dimensions of a Sustainable Enterprise<br>Sustainable Business Models<br>Financial Aspects of Sustainable Development Sustainable Finance<br>Circular Economy<br>Organizational Culture for Sustainable Development<br>Analysis of Sustainable Business Cases<br>Designing Sustainable Solutions in Business |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                              |
| Prerequisites and co-requisites | Knowledge of entrepreneurship, organization and management.                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                              |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                     | Passing threshold                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Percentage of the final grade                                                |
|                                 | Team presentation                                                                                                                                                                                                                                                                                            | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 40.0%                                                                        |
|                                 | written test                                                                                                                                                                                                                                                                                                 | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 60.0%                                                                        |
| Recommended reading             | Basic literature                                                                                                                                                                                                                                                                                             | <ol style="list-style-type: none"> <li>Wiśniewska M., Malinowska E., Płoska R., Szymańska-Brałkowska M. Zrównoważony rozwój, zrównoważona konsumpcja i zrównoważona organizacja. Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2025,</li> <li>Wiśniewska M.Z., Malinowska, E., Płoska, R., Chmielewski, M., Szymańska-Brałkowska, M. and Próchniak, J. (2025), Culture of university sustainability and its dimensions, Central European Management Journal, Vol. ahead-of-print No. ahead-of-print. <a href="https://doi.org/10.1108/CEMJ-08-2024-0234">https://doi.org/10.1108/CEMJ-08-2024-0234</a></li> <li>Szadziewska, A. (2013). Sprawozdawcze i zarządcze aspekty rachunkowości środowiskowej. Wydawnictwo Uniwersytetu Gdańskiego.</li> <li>Wiśniewska M., Grudowski P., Wendt A.: Dobre praktyki doskonalenia organizacji w świetle kryteriów Pomorskiej Nagrody Jakości. Gdańsk: Politechnika Gdańska, 2025.</li> </ol> |                                                                              |

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|----------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                | Supplementary literature                                                                                                                                     | <ol style="list-style-type: none"> <li>1. Malinowska, E., Płoska, R., &amp; Chmielewski, M. (2025). Analysis of the activity of AmRest and Mcdonald's gastronomic networks as the basis for verification of the sustainable gastronomy model. Scientific Papers of Silesian University of Technology. Organization &amp; Management/Zeszyty Naukowe Politechniki Śląskiej. Seria Organizacji i Zarządzanie, (216), s. 303-324. DOI: 10.29119/1641-3466.2025.216.20</li> <li>2. Próchniak J. (2025). Sustainable organizations - the state of research based on bibliometric analysis, Zeszyty Naukowe Politechniki Śląskiej. Organizacja i Zarządzanie, nr 216, 2025, s. 455-473. DOI:10.29119/1641-3466.2025.216.28</li> <li>3. Płoska, R., Malinowska, E., Szymańska-Bralkowska, M., &amp; Chmielewski, M. (2024). The importance of sustainable packaging features of food products in the process of consumers purchasing decisions. Zeszyty Naukowe Politechniki Śląskiej. Organizacja i Zarządzanie, (205), s. 493-513. DOI: 10.29119/1641-3466.2024.205.30</li> <li>4. Chmielewski, M., Malinowska, E., Płoska, R., &amp; Nogal, P. (2023). Ryzyka w recyklingu nieruchomości w kontekście zrównoważonego rozwoju. Przestrzeń, Ekonomia, Społeczeństwo, (24/II), s. 141-162.</li> <li>5. Wiśniewska Małgorzata, Grybek Tomasz, SMETA standard as a tool to support sustainable development goals and food safety. A case study, European Journal of Transformation Studies, 2023, vol. 11, nr 1, s.139-152.</li> <li>6. <a href="https://fundacjacms.pl/wp-content/uploads/2024/06/publikacja_zielone_finance_2024-2.pdf">https://fundacjacms.pl/wp-content/uploads/2024/06/publikacja_zielone_finance_2024-2.pdf</a></li> <li>7. <a href="https://goz2030.pl/">https://goz2030.pl/</a></li> </ol> |
|                                                                | eResources addresses                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Example issues/<br>example questions/<br>tasks being completed | Types of Sustainable Models<br>Forms of Financing a Sustainable Enterprise<br>The Essence of Circular Economy<br>Self-Assessment of a Sustainable Enterprise |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Work placement                                                 | Not applicable                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

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