

Subject card

Subject name and code	Blue Economy, PG_00187225						
Field of study	International Business						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2027/2028	
Education level	Master's studies		Subject group			Obligatory subject group in the field of study 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	2		Language of instruction			English	
Semester of study	3		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Jacek Zaucha				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	15.0	0.0	30
	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	30		0.0		20.0	50
Subject objectives	The aim of the course is to familiarize students with the concept of the Blue Economy and to develop their ability to independently analyse selected issues related to the development of the maritime economy, with particular emphasis on their economic, social, environmental and institutional determinants. The course enables students to assess the significance of the Blue Economy for the functioning of business entities and the implementation of sustainable development principles in an international environment.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBMU2_K05] is ready to observe and develop the principles of professional ethics, corporate social responsibility and sustainable development, respecting cultural diversity.	The student is prepared to take into account the principles of sustainable development, social responsibility, and the protection of marine ecosystems when analyzing and evaluating actions undertaken within the framework of the blue economy and business operations.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[IBMU2_W07] knows and understands the legal and cultural determinants of activity in international business, including the principles of intellectual property protection and the importance of managing intangible assets in the international environment	development and their significance for the functioning of business entities operating in the maritime economy and international business.	[SW2] presentation/project/paper/report
	[IBMU2_W05] knows and understands the dilemmas of international business related to globalization, integration, internationalization and sustainable development.	The student knows and understands the concept of the Blue Economy and selected challenges related to the development of the maritime economy in the context of contemporary economic and environmental processes.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[IBMU2_U01] can analyse and interpret complex economic phenomena and relationships occurring in the international environment using advanced knowledge of international business and finance.	The student is able to analyse phenomena and processes related to the development of the Blue Economy and assess their significance for business entities operating in the maritime economy and international business.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
Subject contents	Lecture (15 hours) - Blue Economy – origins of the concept, definitions, scope, measurement methods, and key policy documents. Maritime spatial planning as an instrument supporting the development of the maritime economy. - Ecosystem Services and the Maritime Economy in the Context of Sustainable Development – key concepts, challenges, and risks, including marine ecosystem resilience, blue justice, good environmental status of marine waters, blue grabbing, and the objectives of the European Green Deal. - Development of the Maritime Economy in Pomerania – determinants and significance of selected Blue Economy sectors, including maritime tourism, shipping, offshore industries, fisheries, and aquaculture. - Innovation and Entrepreneurship in the Maritime Economy – examples of good practices and the role of innovation in the development of the Blue Economy. Study visit to the Pomeranian Science and Technology Park. - Presentation and Discussion of Student Project Results. Project (15 hours) The aim of the project is to apply the knowledge acquired during the lectures to the analysis of a selected issue, sector, or phenomenon related to the development of the maritime economy. The project includes: - identification and characterization of the selected issue; - analysis of its economic, social, environmental, or institutional determinants; - assessment of its significance for the development of the maritime economy; - preparation of a report or presentation summarizing the findings and conclusions of the analysis.		
Prerequisites and co-requisites	Entry requirements none Course Completion Requirements A final course grade may be awarded only upon successful completion of all course components, including lectures, and the project. Passing each component is a mandatory requirement for passing the course.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project and its presentation	51.0%	60.0%
	Active participation and completion of project tasks	51.0%	40.0%

Recommended reading	Basic literature	- Cisneros-Montemayor, A.M., Moreno-Báez, M., Reygondeau, G. <i>et al.</i> (2021). Enabling conditions for an equitable and sustainable blue economy. <i>Nature</i> 591, 396401 DOI: 10.1038/s41586-021-03327-3 - Schultz-Zehden, A., Weig, B., Lukic, I. (2019). Maritime Spatial Planning and the EUs Blue Growth Policy: Past, Present and Future Perspectives. In: Zaucha, J., Gee, K. (eds) <i>Maritime Spatial Planning</i>. Palgrave Macmillan, Cham. DOI: 10.1007/978-3-319-98696-8_6 - Barbesgaard M. (2018) Blue growth: savior or ocean grabbing?, <i>The Journal of Peasant Studies</i>, 45:1, 130-149, DOI: 10.1080/03066150.2017.1377186 - European Commission (2019). Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions, The European Green Deal COM(2019) 640 final - European Commission (2021). The EU Blue Economy Report. 2021. Publications Office of the European Union. Luxembourg.
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	Supplementary literature	- the direct economic impact of Marine Spatial Planning, Mar. Policy 127 (2021), 104443, DOI: 10.1016/j.marpol.2021.104443 - Mogila Z., Ciolek D., Kwiatkowski J. M., Zaucha J., (2021) The Baltic blue growth A country-level shift-share analysis, - Mar. Policy, 134, 104799, DOI: 10.1016/j.marpol.2021.104799. - World Bank and United Nations Department of Economic and Social Affairs. (2017) The Potential of the Blue Economy: Increasing Long-term Benefits of the Sustainable Use of Marine Resources for Small Island Developing States and Coastal Least Developed Countries. World Bank, Washington DC. - UNEP, FAO, IMO, UNDP, IUCN, World Fish Center, GRID Arendal (2012). Green Economy in a Blue World. UNEP/GRID-Arendal. https://sustainabledevelopment.un.org/index.php?page=view&type=400&nr=656&menu=35 - UNEP (2014) Blue Economy Concept Paper https://wedocs.unep.org/bitstream/handle/20.500.11822/11129/unep_swio_sm1_inf11_blue_economy.pdf?sequence=1&%3BisAllowed= - European Commission, (2012). Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions, Blue Growth Opportunities for Marine and Maritime Sustainable Growth (COM(2012) 494 final). - European Commission, (2017). Report on the Blue Growth Strategy Towards More Sustainable Growth and Jobs in the Blue Economy (SWD (2017) 128 final). e and maritime sustainable growth. - OECD (2011) The Ocean Economy in 2030, OECD Publishing, Paris, 2016, DOI: 10.1787/9789264251724-en. - World Bank (2016) Blue Economy Development Framework Growing the Blue Economy to Combat Poverty and Accelerate Prosperity. Washington DC: World Bank https://thedocs.worldbank.org/en/doc/446441473349079068-0010022016/original/AMCOECCBlueEconomyDevelopmentFramework.pdf - Tonazzini D., Fosse J., Morales E., Gonzales A. et al., (2019) Blue Tourism. Towards a sustainable coastal and marine regions. Edited by Eco-Union. Barcelona. https://clmeplus.org/app/uploads/2020/04/20190620_BLUE-TOURISM-STUDY_EN.pdf - Tourist Attractions of the Municipalities of Gdansk Bay. Land Sea Act, Interreg project, Gdansk 2020. https://maritime-spatial-planning.ec.europa.eu/sites/default/files/tourist_attractions_of_the_municipalities_of_gdansk_bay_2020.pdf - Pomorskie Voivodship in figures 2022. Statistical Office in Gdansk. https://gdansk.stat.gov.pl/en/publications/folders/pomorskie-voivodship-in-figures-2022,1,11.html - Perissi I., Bardi U.: The Empty Sea. The Future of the Blue Economy, Springer, Printforce, Netherlands 2021. - Pauli, G.; The Blue Economy 3.0: The marriage of science, innovation and entrepreneurship creates a new business model that transforms society, Xlibris, 2017
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	eResources addresses	
Example issues/ example questions/ tasks being completed	Factors determining the development of individual sectors of the maritime economy in the province. Pomeranian The need for public support for the development of individual sectors of the maritime economy in the province. Pomeranian Synergistic effects of the development of the maritime economy in the province. Pomeranian	
Work placement	Not applicable	

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