Subject card

Subject name and code	Driving Business Towards Sustainability, PG_00188090						
Field of study	International Business						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
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	1		Language of instruction		English english		
Semester of study	2		ECTS credits		4.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Katarzyna Osiecka-Brzeska				
	Teachers		dr Katarzyna Osiecka-Brzeska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	30.0	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		0.0	40.0		100
Subject objectives	The aim of the course is to develop knowledge and skills related to sustainable business development and the analysis of environmental, social, and economic determinants of business activities. Particular emphasis is placed on assessing the impact of sustainable development principles on business operations, including enterprises operating in international markets, as well as on analysing corporate social responsibility practices, sustainability policies, and ESG reporting.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBMU2_W05] knows and understands the dilemmas of international business related to globalization, integration, internationalization and sustainable development.	The student knows and understands, at an advanced level, the dilemmas and challenges of contemporary international business related to sustainable development, environmental protection, corporate social responsibility, and international regulations affecting business activities.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[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 and interpret economic, social, and regulatory phenomena related to sustainable development, as well as relationships occurring in the international business environment, using knowledge of international business and ESG principles.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[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 ready to incorporate environmental, social, and ethical considerations into the analysis of business activities and to propose solutions supporting the implementation of sustainable development principles in an international environment.	[SK2] presentation/project/paper/ report

Subject contents	LECTURES (15 hours) 1. Introduction to Sustainable Development (2 hours) a) the concept and evolution of sustainable development b) sustainable development goals and their significance for business c) contemporary sustainability challenges in the global economy 2. Sustainable Development and Corporate Social Responsibility (2 hours) a) the concept of Corporate Social Responsibility (CSR) b) the relationship between CSR and sustainable development c) corporate responsibility towards stakeholders 3. International Policies for Sustainable Development (2 hours) a) international initiatives and regulations supporting sustainable development b) environmental and energy policies in an international context c) the impact of regulations on business activities 4. The Environmental Pillar of Sustainable Business Activities (2 hours) a) the impact of economic activity on the natural environment b) tools for reducing the negative environmental impact of business operations c) environmental aspects of business activities 5. The Social Pillar of Sustainable Business Activities (2 hours) a) human rights and labour rights b) diversity and inclusion in organisations c) relationships between businesses and local communities 6. The Economic Pillar of Sustainable Business Activities (2 hours) a) sustainable business value creation b) long-term competitiveness and responsible economic growth c) economic aspects of implementing sustainable development principles 7. Corporate Sustainability Reporting (3 hours) a) objectives and importance of sustainability reporting b) sustainability reporting standards and regulations c) analysis of selected corporate sustainability reports CLASSES (15 hours) 1. Analysis of Contemporary Sustainability Challenges (2 hours) 2. Analysis of Corporate Social Responsibility Practices in International Enterprises (2 hours) 3. Analysis of International Policies and Regulations Supporting Sustainable Development (2 hours) 4. Evaluation of Environmental Initiatives Undertaken by Selected Enterprises (2 hours) 5. Analysis of Social Aspects of Business Activities (2 hours)

	6. Evaluation of the Economic Effects of Implementing Sustainable Development Principles (2 hours) 7. Analysis of Corporate Sustainability Reports and Preparation for Project Implementation (3 hours) PROJECT (30 hours) Sustainable Business Development Project The project is carried out individually or in teams and focuses on a selected issue related to sustainable development, corporate social responsibility, environmental policy, sustainability reporting, or other ESG-related aspects of business activities, including enterprises operating in international markets. Project topics and expected learning outcomes will be presented by the instructor at the beginning of the semester. The project involves an independent analysis of a selected issue, the use of relevant academic literature and source materials, as well as the preparation of a written report and presentation of the results. Depending on the selected topic, the project may take the form of an analytical study, research project, or case study.
Prerequisites and co-requisites	**Prerequisites**: Knowledge of basic theories and terminology regarding the global economy. **Course Completion Requirements:** Successful completion of the course requires obtaining a passing grade in all course components specified in the syllabus, namely the lectures, and project.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Written exam	51.0%	40.0%
Classes assessment (participation and case study analysis)	51.0%	20.0%
Group project	51.0%	40.0%

Recommended reading		
	Basic literature	1. The age of sustainable development, Jeffrey D. Sachs, New York : Columbia University Press, cop. 2015. .2. Handbook of sustainable development, ed. by Giles Atkinson [et al.], Cheltenham ; Northampton MA : Edward Elgar, 2014. 3. The economics of sustainable development, ed. by Ian Goldin and L. Alan Winters, Cambridge University Press, 1995. 4. Financing change : the financial community, eco-efficiency, and sustainable development, Stephan Schmidheiny and Federico Zorraquín with the World Business Council for Sustainable Development. Cambridge, Mass. ; London : The MIT Press, cop. 1996. 5. Sustainable development / Susan Baker.Baker, Routledge Introductions to Environment Series, London ; New York : Routledge, 2006 6. Textbook on social and economic potential of sustainable development / eds. Luc Hens, Leonid Melnyk. Sumy : University Book, 2008. Selected current scientific articles, reports of international organisations, and documents related to sustainable development, ESG, and sustainability reporting indicated by the instructor.

	Supplementary literature	1. Osiecka-Brzeska, K., & Sliż, P. (2025). *The role of BPM in ESG adoption: Toward greener business processes in Poland. Zeszyty Naukowe Politechniki Śląskiej. Organizacja i Zarządzanie*, 220, 95–111. https://doi.org/10.29119/1641-3466.2025.220.6 2. Making certification work for sustainable development : the case of biofuels / United Nations Conference on Trade and Development. New York ; Geneva : United Nations, 2008 3. Economic aspects of energy policies supporting sustainable development / Yavor Branimov Kolarov. University of Gdansk. Faculty of Economics.Kolarov, Yavor Branimirov. Gdansk, 2016
	eResources addresses	
Example issues/ example questions/ tasks being completed	CSRD Directive requirements, tools for implementing sustainable development policy, external effects, transaction costs, Dove case study	
Work placement	Not applicable	