

Subject card

Subject name and code	Responsible Business Strategies, PG_00178220						
Field of study	Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject				2027/2028	
Education level	Bachelor's studies	Subject group				Optional subject group 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				Polish	
Semester of study	4	ECTS credits				7.0	
Learning profile	academic	Assessment form				exam	
Conducting unit	Department of Strategic Development and Quality Science -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Renata Płoska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	15.0	0.0	0.0	75
	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	75		4.0		96.0	175
Subject objectives	To familiarize students with the concept of responsible and sustainable business and the process, areas and tools for implementing this concept in an enterprise. To develop practical skills for analyzing, evaluating, as well as planning activities that are part of the responsible business strategy.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[ZARZL3_W07] The student has advanced knowledge and understanding of regulations and legal, organizational, and ethical norms, including those relating to intellectual property protection, which are relevant to business decision-making.		The student explains the essence, and lists and describes the principles and activities of responsible and sustainable business.			[SW4] test/exam - oral or written	
	[ZARZL3_U06] The student can use and integrate knowledge of management and quality sciences, economics, and finance to resolve dilemmas and complex management problems that arise in professional work.		The student analyzes, evaluates and proposes actions in the field of responsible and sustainable business.			[SU2] presentation/project/paper/report	
Subject contents	<p>The concept of responsible and sustainable business - genesis, essence, related concepts and determinants.</p> <p>Responsible business strategies - types, approaches, development process, guidelines.</p> <p>Key areas of corporate responsibility: protection of human rights; labor rights activities; environmental protection; responsible business practices; consumer issues; initiatives for society.</p> <p>Implementation and monitoring of responsible and sustainable business strategies.</p> <p>Communication of responsible and sustainable business.</p>						
Prerequisites and co-requisites	Basic knowledge of business operations.						

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	60.0%
	projects (tasks) carried out as part of exercises and laboratories	51.0%	40.0%
Recommended reading	Basic literature	<p>Dąbrowski T. J., Majchrzak K., Społeczna odpowiedzialność i nieodpowiedzialność biznesu, SGH, Warszawa 2022.</p> <p>Mazurowska M., Płoska R., Sprawozdawcza i pozasprawozdawcza komunikacja w zakresie społecznej odpowiedzialności biznesu, CMS, Sopot 2022, r. 1-3.</p>	
	Supplementary literature	<p>Gołaszewska-Kaczan U., Społeczna odpowiedzialność przedsiębiorstwa działania w obszarze wewnętrznym, Wydawnictwo Uniwersytetu w Białymstoku, Białystok 2020.</p> <p>Jedynak M., Współpraca z dostawcami w przedsiębiorstwach społecznie odpowiedzialnych, Wydawnictwo UJ, Kraków 2023, ch. 2 i 3.</p> <p>Malinowska E., Szymańska-Brałkowska M., Zawojek M., Wpływ stanu bezpieczeństwa i higieny pracy na poziom satysfakcji klienta [w] Skrzypek E. (red.), Zarządzanie organizacją w warunkach różnorodności, Uniwersytet Marii Curie-Skłodowskiej w Lublinie, Lublin 2018, 145-160.</p> <p>Malinowska E., Szymańska-Brałkowska M., Ochrona środowiska elementem koncepcji CSR na przykładzie branży gastronomicznej [w] Antonowicz P., Galiński P., Pisarewicz P. (red.), Społeczny, środowiskowy i jakościowy wymiar kreacji wartości organizacji, Wydawnictwo UG, 2020, 145-166.</p> <p>Płoska R., Obszary społecznej odpowiedzialności przedsiębiorstwa, [w] Antonowicz P. (red.), Zarządzanie rozwojem przedsiębiorstwa. Interaktywny podręcznik z zakresu zarządzania. Repozytorium case study dla studentów, UG 2020, 79-88.</p> <p>Płoska R., Standardy i wytyczne z zakresu społecznej odpowiedzialności przedsiębiorstwa [w] Antonowicz P. (red.), Zarządzanie rozwojem przedsiębiorstwa. Interaktywny podręcznik z zakresu zarządzania. Repozytorium case study dla studentów, UG 2020, 89-102.</p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Identifying stakeholder expectations of the company. Planning community outreach initiatives. Planning communication activities on responsible and sustainable business.		
Work placement	Not applicable		

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