

Subject card

Subject name and code	Business & Sustainability, PG_00177931						
Field of study	Management						
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 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			English		
Semester of study	4	ECTS credits			5.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	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	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		61.0	125
Subject objectives	To familiarise students with the challenges of business in the context of the concepts of sustainability, the circular economy and responsible business. To develop the ability to apply methods and tools to implement sustainable development principles in business.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 identifies and analyzes the challenges of applying the principles of sustainable development in enterprise and economic processes.	[SU2] presentation/project/paper/report
	[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 defines and explains terms related to the concept of sustainable development and business sustainability, and lists and describes the methods and tools for implementing the principles of sustainable development in the enterprise and economic processes.	[SW4] 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 lists and explains the challenges of sustainable transformation of businesses and the economy.	[SW4] test/exam - oral or written
	[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 identifies and selects tools to implement the principles of sustainable development in the enterprise and economic processes, and proposes actions to implement the principles of sustainable development in the enterprise and economic processes.	[SU2] presentation/project/paper/report
[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 recognizes the need for and challenges of implementing sustainable development principles in economic processes.	[SK2] presentation/project/paper/report	
Subject contents	<p>Economics of sustainable development - goals, political and legal instruments, challenges. Climate Risk Scenarios for Companies. Environmental awareness of managers as the basis for creating pro-environmental behavior. Eco-innovations - definition, examples, support programs and greenwashing. An introduction of the circular economy. Current key principles within the circular economy. Marketing mix of circular services. The niche level: circular business models. Sustainable and responsible business: concept, standards and guidelines. Sustainable and responsible business strategy. Sustainable and responsible business - implementation at the company and supply chain level. Communication on business sustainability. Environmental Management, Environmental Management Systems (EMS) based on ISO 14001 standard, EMAS costs and benefits of EMS. Lean and Green approach - the use of selected quality improvement tools and techniques in Environmental Management.</p> <p>Sustainable business excellence models.</p>		
Prerequisites and co-requisites	None		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written test	51.0%	60.0%
	projects (tasks) carried out as part of the course	51.0%	40.0%

Recommended reading	Basic literature	Crane A., McWilliams A., Matten D., Moon J., Siegel D.S., The Oxford Handbook of Corporate Responsibility, Oxford University Press 2008. (part II i IV). Universal circular economy goals, Ellen MacArthur Foundation, January 2021.
	Supplementary literature	Lindell, L., Dziadkiewicz, A., Sattari S., Dmitrzak, M. (Eds.) Journey to the destination: a circular tourism economy: a training program for the hospitality industry to facilitate a transition towards increased circularity in the South Baltic Region, Växjö/Kalmar: Linnaeus University, 2019. Płaska, R., Malinowska, E., Szymańska-Brałkowska, M., & Chmielewski, M., The importance of sustainable packaging features of food products in the process of consumers purchasing decisions. Zeszyty Naukowe Politechniki Śląskiej. Organizacja i Zarządzanie, 2024, vol. 205, 493-513. Szymańska-Brałkowska M., Malinowska E., The improvement of the Companys Environmental Performance Through the Application of Green Lean/Lean and Green Approach, Insitute of Economic Research Working Papers, 127, Institute of Economic Research: Polish Economic Society Branch, Toruń 2017.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Sustainable Development Goals. Pyramid of corporate social responsibility. Dimensions of corporate social responsibility according to ISO 26000 guidelines. Planning of community-oriented activities.	
Work placement	Not applicable	

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