

**Subject card**

<b>Subject name and code</b>	Strategies for sustainable development of enterprises, PG_00199007						
<b>Field of study</b>	Economics						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2028/2029		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	3	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	5	<b>ECTS credits</b>			3.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Barbara Pawłowska				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	30.0	0.0	10.0	0.0	40
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	40		0.0		35.0	75
<b>Subject objectives</b>	The aim of the course is to develop students ability to analyse and implement strategies that integrate environmental, social, and governance (ESG) aspects into business operations, in line with global trends and regulatory frameworks. The course combines theoretical foundations with practical application, equipping students with the knowledge and skills necessary to design and implement sustainable development strategies in modern enterprises.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U04] can predict and forecast the course of economic and social processes and phenomena	The student is able to forecast economic and social processes in the context of sustainable development, anticipating their trajectory and assessing their potential impact on the functioning of modern enterprises.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	The student participates in the development of socio-economic projects, demonstrating the ability to balance legal, economic, environmental, political, and social requirements in line with the principles of sustainable development.	[SK2] presentation/project/paper/report
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	The student recognises the importance of economic knowledge in identifying and solving business-related challenges arising in the implementation of sustainable development strategies, and demonstrates the ability to consult experts when such issues cannot be addressed independently.	[SK2] presentation/project/paper/report
	[EKONL3_W02] has an advanced knowledge of the different types of existing business entities and organisations and public institutions	The student demonstrates advanced knowledge of various types of business entities, economic organisations, and public institutions, with particular emphasis on their role and potential in planning and implementing sustainable development strategies.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	The student is able to apply theoretical knowledge and collect relevant data to analyse specific economic and social processes and phenomena — including those related to sustainable development — using methods developed in economics, finance, and management sciences.	[SU2] presentation/project/paper/report
	[EKONL3_W03] knows the relations between economic agents and social organisations operating in the national, international and intercultural arenas	The student demonstrates advanced knowledge of the relationships between economic actors and social organisations operating at national, international, and intercultural levels, particularly in the context of implementing sustainable development strategies.	[SW1] oral statement/conversation/discussion

Subject contents	<p><b>1. Introduction to corporate sustainable development strategies</b></p> <ul style="list-style-type: none"> <li>• Definitions, objectives, and directions of sustainable development</li> <li>• Key challenges for companies: Environmental, social, and economic dimensions</li> </ul> <p><b>2. Identifying and defining development problems in enterprises</b></p> <ul style="list-style-type: none"> <li>• Methods for identifying business needs</li> <li>• Problem formulation in project-based terms</li> </ul> <p><b>3. Designing strategic solutions</b></p> <ul style="list-style-type: none"> <li>• Analytical and planning tools (e.g. stakeholder analysis, problem matrix, cost-benefit analysis)</li> <li>• Balancing social, economic, legal, and environmental requirements</li> </ul> <p><b>4. Project work solving real-world business challenges</b></p> <ul style="list-style-type: none"> <li>• Team-based work on problems submitted by industry partners</li> <li>• Consultations with academic supervisors and company representatives</li> </ul> <p><b>5. Preparation of a report and presentation of results</b></p> <p>Any doubts regarding the issues discussed during classes can be discussed during consultations.</p>														
Prerequisites and co-requisites	Knowledge of the fundamentals of macroeconomics and microeconomics, as well as of the functioning of a business enterprise.														
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="451 887 794 925">Subject passing criteria</th> <th data-bbox="794 887 1137 925">Passing threshold</th> <th data-bbox="1137 887 1477 925">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="451 925 794 981">Presentation of proposed solutions – 20 points</td> <td data-bbox="794 925 1137 981">51.0%</td> <td data-bbox="1137 925 1477 981">30.0%</td> </tr> <tr> <td data-bbox="451 981 794 1037">Attendance and active participation – 10 points</td> <td data-bbox="794 981 1137 1037">51.0%</td> <td data-bbox="1137 981 1477 1037">20.0%</td> </tr> <tr> <td data-bbox="451 1037 794 1077">Written report – 30 points</td> <td data-bbox="794 1037 1137 1077">51.0%</td> <td data-bbox="1137 1037 1477 1077">50.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Presentation of proposed solutions – 20 points	51.0%	30.0%	Attendance and active participation – 10 points	51.0%	20.0%	Written report – 30 points	51.0%	50.0%
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Recommended reading	Basic literature	<ol style="list-style-type: none"> <li>1. Kozłowski R., <i>Zrównoważony rozwój przedsiębiorstw</i>, PWE, Warszawa 2022;</li> <li>2. B. Pawłowska, <i>Zrównoważony rozwój transportu na tle współczesnych problemów społeczno-gospodarczych</i>, Wyd. UG, Gdańsk 2013;</li> <li>3. Stoner, J. A. F., Freeman, R. E., Gilbert, D. R. <i>Kierowanie</i>, PWE, Warszawa 2020;</li> </ol>													
	Supplementary literature	<ol style="list-style-type: none"> <li>1. <i>Resilience for Sustainable Inclusive Growth</i>, World Economic Forum 2022, <a href="https://www3.weforum.org/docs/WEF_Resilience%20for_Sustainable_Inclusive_Growth_2022.pdf">https://www3.weforum.org/docs/WEF_Resilience%20for_Sustainable_Inclusive_Growth_2022.pdf</a></li> <li>2. <i>Business Models for the Circular Economy</i>, OECD 2019, <a href="https://www.oecd.org/en/publications/business-models-for-the-circular-economy_g2g9dd62-en.html">https://www.oecd.org/en/publications/business-models-for-the-circular-economy_g2g9dd62-en.html</a></li> <li>3. <i>Rewiring the Economy: Ten Tasks, Ten Years</i>, Cambridge Institute for Sustainability Leadership 2021, <a href="https://www.cisl.cam.ac.uk/system/files/documents/rewiring-the-economy-report.pdf">https://www.cisl.cam.ac.uk/system/files/documents/rewiring-the-economy-report.pdf</a></li> </ol>													
	eResources addresses														
Example issues/ example questions/ tasks being completed															
Work placement	Not applicable														

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