

Subject card

Subject name and code	Corporate Social Responsibility, PG_00199727						
Field of study	Business and Environmental Technology						
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 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	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Jerzy Podlewski				
	Teachers		dr Jerzy Podlewski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		2.0		58.0	75
Subject objectives	The aim of the course is to develop the ability to respond to difficult ethical situations in business and to teach students how to make managerial decisions in such situations while upholding corporate social responsibility, including environmental responsibility.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[BiTEMU2_W05] knows various types of economic and social bonds and relations created by economic sciences and about the regularities that govern them	Understands the impact of various forms of economic and social relations, as well as business organizational structures, on their compliance with standards, regulations, ethical and moral principles, and best practices relevant to corporate social responsibility.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[BiTEMU2_K01] understands the need for lifelong learning, verifies the state of his/her economic knowledge, understands the need to inspire and organize the learning process of others; has the ability to use a foreign language to a degree enabling communication, including for professional purposes (level B2+ or higher)	They are able to gather information and knowledge from various available sources—including traditional, electronic, and online sources—and can critically assess their reliability, usefulness, and appropriateness.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[BiTEMU2_U02] uses in practice various forms and scope of acquired economic knowledge, complementing it with a critical analysis of effectiveness and usefulness	They gain practical skills in how to act and manage difficult ethical situations involving the company. They are able to make socially responsible managerial decisions. Discusses doubts during consultations.	[SU2] presentation/project/paper/report [SU6] demonstration of practical skills
	[BiTEMU2_W06] has in-depth knowledge of views on selected types of economic entities, structures and institutions as well as selected categories of economic ties and their historical evolution	Gains knowledge on how to assess a company's economic situation from the perspective of its significance and role in society; knows how to develop decision-making alternatives, establish criteria, and make decisions regarding its social and environmental relationships	[SW5] implementation of a problem task
	[BiTEMU2_U01] is able, based on economic sciences, to correctly observe, interpret, and explain economic phenomena and processes and the mutual relations between them, using specialized economic terminology	Students develop the ability to independently analyze and interpret economic phenomena, taking into account their significance for sustainable and responsible economic development, the role of businesses in society, their impact on the environment, and adherence to ethical and moral principles.	[SU3] text preparation/written work
	[BiTEMU2_K05] Is aware of the importance of business ethics and corporate social responsibility in professional life and demonstrates a willingness to act with respect for others and the principles of professional loyalty and loyalty to the company, understood as reliable and responsible performance of duties.	He develops a keen awareness of the company's internal and external environment.	[SK8] observation of student's independent or team work

Subject contents	1. The essence and definitions of corporate social responsibility (CSR), the history of CSR and business ethics 2. Corporate social responsibility and promotion and public relations 3. Instrumentalism in the application of CSR versus a management science-based approach 4. Analysis of examples of particularly egregious violations and non-compliance with the principles of ethical business conduct, and their consequences. Case studies: 1. Appealing to prejudices or negative feelings during the sales process 2. Forcing bundled transactions 3. Losing interest in the customer after the sale 4. Disclosing (selling) confidential customer information 5. Favoring select customers 6. Punishing dissatisfied customers 7. Exposing the customer to unexpected additional costs and inconveniences 8. Misleading the customer by describing product features that the product does not possess 9. Lack of equal opportunity in hiring new employees 10. Hiring employees without qualifications or certifications to save money 14. Favoring selected employees 15. Privileges and discrimination regarding vacation schedules for different employees 18. Conflicting instructions for employees 19. Dual reporting lines for employees 20. Poor interpersonal relationships 21. The scope of an entrepreneur's social responsibility 22. Actions detrimental to the local community 23. Misleading the local community 24. Conflicts with neighbors due to the nuisance caused by business operations 25. Investment bias 26. Lack of objectivity in perceiving the public interest 27. Operating under a false pretense 28. Failing to align one's own interests with those of the natural environment 29. "Acquisition commissions" 30. "Promotions and discounts" for politicians and celebrities 31. Extracting information covered by official secrecy from politicians and officials 32. Appointing "silent" customer representatives to supervisory boards 33. Abusing politicians' power to obtain public aid 34. Exploiting politicians for personal promotion 35. Involving politicians and officials in influencing decisions regarding public tenders 36. Inducing the issuance of unjustified decisions 37. Environmental disaster 38. Ship hijacking 39. Ethics in pharmaceutical companies		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Completion of the final project	51.0%	100.0%
Recommended reading	Basic literature	1. Społeczna odpowiedzialność instytucji finansowych; red. P. Kulawczuk i M. Bak FRUG i IBnDiPP, Sopot 2009, publikacja dostępna elektronicznie 2. Społeczna odpowiedzialność biznesu w małych i średnich przedsiębiorstwach, pod red. M. Baka i P. Kulawczuka, IBnDiPP, Warszawa 2008, publikacja dostępna elektronicznie 3. Wpływ społecznej odpowiedzialności biznesu i etyki biznesu na zarządzanie przedsiębiorstwami, wyd. FRUG, Gdansk 2007, pod red. P. Kulawczuka i A. Poszewieckiego, publikacja dostępna elektronicznie 4. Zasady etycznej odpowiedzialności biznesu, IBnDiPP, Warszawa 1998, praca zbiorowa, publikacja dostępna elektronicznie 5. Polskie Forum Odpowiedzialnego Biznesu - link w e-zasobach	
	Supplementary literature	K. Waldron "The chemistry of everything", Pearson/Prentice Hall, Upper Saddle River, 2007.	
	eResources addresses	Basic https://odpowiedzialnybiznes.pl/ - Forum Odpowiedzialnego Biznesu	
Example issues/ example questions/ tasks being completed	Case studies of decision-making situations in business related to corporate social responsibility, as presented in the relevant literature, which require students to independently analyze the cases and present their own positions.		
Work placement	Not applicable		

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