

**Subject card**

<b>Subject name and code</b>	Sustainable Development Strategies - Case Studies, PG_00200116						
<b>Field of study</b>	International Economic Relations						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2027/2028		
<b>Education level</b>	Master'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>	part-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	4	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Katarzyna Balandynowicz-Panfil				
	<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	10.0	0.0	8.0	0.0	18
	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>	18		0.0		32.0	50
<b>Subject objectives</b>	Providing knowledge on how to implement the principles of corporate social responsibility in enterprise strategies. Case studies will indicate implementation mechanisms towards sustainable development and methods of incorporation of the 3Ps (people, planet, profit).						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_K05] is ready to initiate actions in the public interest, inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development and the resulting legal, economic, ecological, political and social requirements	the student is ready to initiate activities for the public interest, inspire and organize projects for the environment and the international business environment, in accordance with the idea of sustainable development, with particular emphasis on the role of economic entities	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[MSGMU2_K07] is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures, and is professional and loyal towards the employer	the student is ready to comply with and develop the principles of professional ethics and social responsibility in enterprises and other institutions	[SK1] oral statement/conversation/discussion
	[MSGMU2_U04] can use the acquired knowledge to formulate and solve complex problems related to the operation of economic entities on the international market, with particular emphasis on the European Union market	the student is able to use the acquired knowledge to formulate and solve complex problems related to the functioning of business entities on the international market, with particular emphasis on the implementation of sustainable development strategies	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSGMU2_U09] can innovatively solve problems in the field of international economic relations and the functioning of economic entities on the international market, adapting existing or developing new methods and tools	the student is able to innovatively solve tasks related to the functioning of sustainable economic entities on the international market, adapting existing or developing new methods and tools	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSGMU2_W09] has a knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market	the student has in-depth knowledge of the sustainable functioning of a modern enterprise, understands the conditions and consequences of decisions made in its structures aimed at sustainable development; the student deepens the knowledge during office hours	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSGMU2_W13] has an in-depth knowledge of methods and tools for describing economic phenomena, including data acquisition techniques, which make it possible to describe and analyse economic entities functioning on the international market as well as processes and phenomena occurring in them and between them, and also those supporting decision-making processes	the student knows and understands methods of analysis of economic entities operating on the international market and the processes and phenomena occurring within and between them, as well as supporting decision-making processes towards the implementation of sustainable development strategies	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
Subject contents	<ol style="list-style-type: none"> <li>1. Introduction to the 3P concept - the Triple Guiding Line in 21st century business</li> <li>2. Sustainable Business Entrepreneurship - case study</li> <li>3. Barriers to the implementation of sustainable development principles - overcoming challenges</li> <li>4. Sustainable business based on a strategic mission - case study</li> </ol>		
Prerequisites and co-requisites	- basic knowledge of the functioning of enterprises, the impact of the external environment and corporate social responsibility		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project	0.0%	40.0%
	presentation	0.0%	30.0%
	activity	0.0%	30.0%
Recommended reading	Basic literature	1. Czajkowski J., Beck-Krala E., <i>Spoleczna odpowiedzialnosc biznesu w strategicznym zarzadzaniu przedsiebiorstwem energetycznym - analiza przypadku</i> , [w:] <i>Rynki, sektory i modele biznesowe w dobie globalizacji</i> , red. N. Iwaszczuk, K. Postuszny, Wydawnictwo AGH, Kraków 2021. 2. Skuza S. et al., <i>Spoleczna odpowiedzialnosc biznesu w kontekście strategii wybranych spótek posiadających istotne znaczenie dla gospodarki</i> , [w:] <i>Perspektywa ekonomiczna, finansowa i prawna kreowania wartosci w gospodarce</i> , red. P. Antonowicz, P. Galiński, P. Pisarewicz, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020.	
	Supplementary literature	1. Cosenz F. et al., <i>Dynamic business modeling for sustainability: Exploring a system dynamics perspective to develop sustainable business models</i> , "Business Strategy and the Environment", 2020 (29). 2. Stor M., <i>Reconceptualizing Strategic International Human Resource Management in the Pursuit of MNC Sustainable Competitive Advantage</i> , "Zarządzanie zasobami ludzkimi", 2014, issue 6 (101). 3. Galik A.; Bąk M.; Baładynowicz-Panfil K.; Cirella G.T., <i>Evaluating Labour Market Flexibility Using the TOPSIS Method: Sustainable Industrial Relations</i> , "Sustainability", 2022, 14(1):526; MDPI AG, 2022.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<p>The importance of people in the sustainable development of enterprises. Balance of factors as an element of building development based on the 3Ps.</p>		
Work placement	Not applicable		

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