

Subject card

Subject name and code	Strategies in Ecological Business, PG_00204716						
Field of study	Business and Environmental Technology						
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 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	3	ECTS credits			5.0		
Learning profile	academic	Assessment form			exam		
Conducting unit	Division of Global Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Gutowski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	15.0	0.0	45
	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	45		0.0		80.0	125
Subject objectives	Introducing students to the topics of developing, identifying, implementing, and controlling strategies executed by enterprises						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[BiTEMU2_K04] by participating in the preparation of economic and social projects, he understands the need to reconcile legal, economic, ecological, political and social requirements; has the ability to plan own development, work in teams, take responsibility for actions and formulate opinions.	--	[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	--	[SU2] presentation/project/paper/report
	[BiTEMU2_K03] understands the need to properly set priorities, plan and organize tasks related to their implementation, as well as monitor and evaluate progress	--	[SK1] oral statement/conversation/discussion
	[BiTEMU2_K02] understands the need to cooperate and work in a group, assuming responsible roles within it	--	[SK8] observation of student's independent or team work
	[BiTEMU2_U04] independently analyzes economic phenomena and processes, makes a theoretical assessment of these phenomena in selected areas, using an appropriately selected research method	--	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[BiTEMU2_K06] understands the needs of: thinking and acting in an entrepreneurial manner, communicating skillfully with the environment; adapting to new situations and conditions, taking on new challenges of creative thinking, and acquiring resilience to failure	--	[SK8] observation of student's independent or team work
	[BiTEMU2_W04] has in-depth knowledge of the relationships between economic phenomena, entities, structures and institutions on a micro-, macroeconomic and sectoral scale, both in real and monetary terms	--	[SW1] oral statement/conversation/discussion
	[BiTEMU2_U03] independently proposes solutions to a specific economic problem and carries out procedures for making decisions in this area	--	[SU1] oral statement/conversation/discussion
	[BiTEMU2_W01] provides an in-depth analysis of the relationship between economics and environmental technology, and their place within the social and natural sciences.	--	[SW2] presentation/project/paper/report
	[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	--	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[BiTEMU2_W07] lists and describes the concepts and principles of protection of industrial property and copyright, the need to manage intellectual property resources and the principles of using patent information resources	--	[SW1] oral statement/conversation/discussion
Subject contents	--		
Prerequisites and co-requisites	Understanding the principles of business operations		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	25.0%
		51.0%	60.0%
		51.0%	15.0%
Recommended reading	Basic literature	Recommended reading lists (in Polish)	
	Supplementary literature	Recommended reading lists (in Polish)	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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