

Subject card

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|---|--|--|--------------------|-------------------------------------|---------|-------------------|-----|
| Subject name and code | Green Business Economics, PG_00053454 | | | | | | |
| Field of study | Business and Environmental Technology | | | | | | |
| Date of commencement of studies | October 2024 | Academic year of realisation of subject | | | | 2024/2025 | |
| Education level | Master's studies | Subject group | | | | | |
| 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 | | | | 2.0 | |
| Learning profile | academic | Assessment form | | | | credit | |
| Conducting unit | Department of Macroeconomics -> Faculty of Economics -> Rector | | | | | | |
| 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 | 0.0 | 30.0 | 0.0 | 0.0 | 0.0 | 30 |
| | 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 | 30 | | 0.0 | | 0.0 | 30 |
| Subject objectives | <p>- presenting the legal and organisational forms of organic business,- presentation of issues related to starting a green business, - presentation of issues related to business calculations in green business-introducing issues in the functioning of ecological enterprises,- present key issues in the economics of organic enterprises- to familiarise you with contemporary trends in green business development.</p> | | | | | | |

| Learning outcomes | Course outcome | Subject outcome | Method of verification |
|-------------------|--|--|--|
| | [BiTEMU2_U04] independently analyzes economic phenomena and processes, makes a theoretical assessment of these phenomena in selected areas, using an appropriately selected research method | Student is able to review and select methods of problem analysis, work in a group on a given problem, critically analyse and present results. | [SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work |
| | [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 | Acquire the ability to take on new project challenges, solve tasks from new research areas, and adapt analytical tools to meet selected project objectives. | [SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work |
| | [BiTEMU2_W01] describes the relationship between economics and ecological technology, their place in the system of social and exact sciences at an advanced level | Acquires the ability to independently analyse and interpret economic phenomena of the role of an enterprise in society, its impact on the environment, its adherence to ethical and moral principles. | [SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] 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 | Use various methods of data collection, processing, critical analysis and presentation in planning and carrying out tasks in and outside the classroom. | [SK6] demonstration of practical skills [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 | Acquires the ability to analyse economic phenomena and processes independently, extended by the ability to evaluate these phenomena in depth theoretically in selected areas, using an appropriately selected research method. | [SU2] presentation/project/paper/report [SU3] text preparation/written work |
| | [BiTEMU2_W02] distinguishes legal and administrative mechanisms and procedures in environmental protection and interprets its international dimension at an advanced level | Be able to analyse and interpret environmental regulatory information at local, national and global levels. Be able to navigate in an environment of international regulations, good practice, codes of conduct. | [SW2] presentation/project/paper/report [SW5] implementation of a problem task |
| | [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) | Independently seeks out sources of new information, analyses them, evaluates their relevance, critically analyses them and draws conclusions. Assists the team in the learning process both as a leader and as a member of the team. | [SK6] demonstration of practical skills [SK8] observation of student's independent or team work |
| | [BiTEMU2_W03] has in-depth knowledge of economic processes, phenomena, entities, structures and institutions as well as the detailed principles of their functioning | Acquires in-depth knowledge of selected methods and tools for the description of economic phenomena, including data acquisition techniques, which make it possible to describe and analyse economic entities operating on the national and international market, as well as the processes and phenomena occurring within and between them in the field of ecological business economics. | [SW2] presentation/project/paper/report |
| | [BiTEMU2_U03] independently proposes solutions to a specific economic problem and carries out procedures for making decisions in this area | The student acquires the ability to communicate effectively, transparently and efficiently in the conditions of the contemporary economy with particular emphasis on ecological issues. | [SU1] oral statement/conversation/discussion [SU8] 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 | Acquires the ability to evaluate processes both in the economy as a whole and in ecological enterprises in particular, and the ability to interpret a variety of economic indicators at micro and macro level. | [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task |

| | Course outcome | Subject outcome | Method of verification |
|--|--|--|---|
| | [BiTEMU2_W08] describes the principles of creating and developing forms of individual entrepreneurship using knowledge from the field of economic sciences at an advanced level | Be able to describe and analyse the principles for the creation and development of forms of individual entrepreneurship using knowledge from the economic sciences. - on the characteristics of organic enterprises and their internal organisation, - with regard to the concept of the balance sheet and its components and the profit and loss account. | [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task |
| | [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. | Acquires the ability to identify the impact of economic instruments (VAT, depreciation rate, exchange rates) on the behaviour of environmental enterprises, legal, social, political conditions. | [SK2] presentation/project/paper/ report [SK6] demonstration of practical skills [SK8] observation of student's independent or team work |
| Subject contents | <p>1 Introduction to the economics of organic enterprises 2 Legal and organisational forms of green businesses 3 Business calculations used in organic business 4. Process analysis and management in organic business 5 Management of people in an enterprise 6 Inventory management 7. Product design 8. Efficiency in the company 9. Plant layout, enterprise location 10 Management of business potential 11. Basics of the company manager's workshop 12 Time management 13 Growth path of a green enterprise 14 Growth path of organic enterprises</p> | | |
| Prerequisites and co-requisites | Ability to think logically and analyse data. Mathematics at secondary school level. In learning the content of the subject, it is mandatory to be systematic in identifying the different areas of the organic enterprise in order to learn the whole sequence of the enterprise. | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | Class participation | 51.0% | 20.0% |
| | Completion of a credit work - project or presentation | 51.0% | 80.0% |
| Recommended reading | Basic literature | <p>Kowalska M., Misztal A., Ekologiczny rozwój przedsiębiorstw, Wydawnictwo Uniwersytetu Łódzkiego, Łódź 2019 Maryniak A. Zarządzanie zielonym łańcuchem dostaw, Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań 2019</p> <p>Bugdoł M, Stanczyk I., Zielone zarządzanie ludźmi. Green HRM, Difin, Warszawa 2021 Zielona energia w Polsce, praca zbiorowa pod red. D. Niedziółki, CeDeWu, Warszawa 2012 Przedsiębiorstwo. Zasady działania, funkcjonowanie, rozwój. Praca zbiorowa pod red. J. Zurka F.R.U.G. Gdansk 2007 Duraj J. Podstawy ekonomiki przedsiębiorstwa, PWE, Warszawa, 2004</p> | |
| | Supplementary literature | <p>Rachunek wyników. Praca zb. pod red. E. Nowaka. DIFIN, Warszawa 2007 Schlesinger P. Sathe V., Schlesinger L., Kotter J.: Projektowanie organizacyjne. WN PWN, Warszawa 1999 Skrzypek J., Filar E.: Biznesplan. Poltext, Warszawa 2007</p> | |
| | eResources addresses | | |
| Example issues/ example questions/ tasks being completed | Analyse the break-even point of an enterprise project (Break Even Point , BEP) in the green industry. | | |
| Work placement | Not applicable | | |