

Subject card

Subject name and code	Corporate Social Responsibility, PG_00081030						
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 prof. dr hab. inż. Marek Kwiatkowski				
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		0.0		0.0	15
Subject objectives	The aim of the course is to acquire the ability to respond to difficult corporate ethical situations and to learn how to make managerial decisions in such situations with respect for corporate social responsibility, including environmental responsibility.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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	Acquires knowledge of how to diagnose the economic situation of an enterprise from the point of view of its importance and role in society, knows how to build decision-making alternatives and how to construct criteria and make decisions regarding relations with the social and environmental environment.	[SW3] text preparation/written work
	[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	Acquires the ability to analyse and interpret economic phenomena independently, taking into account their importance for sustainable, responsible economic development, the role of the enterprise in society, its impact on the environment, adherence to ethical and moral principles.	[SU6] demonstration of practical skills
	[BiTEMU2_U02] uses in practice various forms and scope of acquired economic knowledge, complementing it with a critical analysis of effectiveness and usefulness	Acquires practical skills on how to deal with and manage difficult ethical situations concerning the company. Knows how to make socially responsible managerial decisions.	[SU2] presentation/project/paper/report [SU3] text preparation/written work [SU5] implementation of a problem task
	[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.	Acquires a high sensitivity to the company's internal and external environment relationships.	[SK8] observation of student's independent or team work
	[BiTEMU2_W05] knows various types of economic and social bonds and relations created by economic sciences and about the regularities that govern them at an advanced level	Understands the impact on different forms of economic, social relations, forms of business organisation on their compliance with norms, regulations, ethical and moral principles, good 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)	Student is able to acquire information and knowledge from a variety of available traditional, electronic, network sources and is able to critically analyse their reliability, usefulness, advisability of use.	[SK1] oral statement/conversation/discussion [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 versus promotion and public relations
3. Instrumentalism in the application of CSR vs. a management science approach
4. Analysis of examples of particularly blatant violations and non-compliance with ethical business principles and their consequences.
Case studies:
1. Recourse to prejudice or negative feelings in the sales process
2. Inforcing bundled transactions
3. Loss of customer interest after selling a good
4. Passing on (selling) confidential customer information
5. Privileging selected customers
6. Punishing dissatisfied customers
7. Exposing the customer to additional costs and annoyances they didn't expect to incur
8. Misleading the customer by telling them about product features they don't have
9. Unequal opportunities when hiring new employees
10. Hiring unqualified and unqualified employees in order to make savings
14. Giving preference to selected employees
15. Privileging and discriminating in holiday periods for different employees
18. Conflicting instructions to employees
19. Double subordination of employees
20. Poor interpersonal relations
21. Corporate social responsibility
22. Acting to the detriment of the local community
23. Misleading the local community
24. Conflicts with neighbours over nuisance business activities
25. Investment envy
26. Lack of objectivity in the perception of the public interest
27. Operating under a false banner
28. "Failure to equate self-interest with environmental interest".
29. "Commissions for acquisitions".
30. "Promotions and discounts" for politicians and celebrities
31. Extracting matters of official secrecy from politicians and officials
32. Appointment of 'silent' representatives of consumers to supervisory boards
33. Abuse of power by politicians to obtain public assistance
34. Abusing politicians for self-promotion
35. Involving politicians and officials in influencing public tender awards nducing 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 assignment project or presentation	51.0%	100.0%
		0.0%	0.0%
Recommended reading	Basic literature	G. W. vanLoon, S. J. Duffy "Environmental chemistry, a global perspective", Oxford University Press, Oxford 2011	
	Supplementary literature	K. Waldron "The chemistry of everything", Pearson/Prentice Hall, Upper Saddle River, 2007.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Case studies of corporate decision-making situations in the field of corporate social responsibility given in the literature, which require students to develop and present the position taken independently.		
Work placement	Not applicable		

Document generated electronically. Does not require a seal or signature.