University of Gdańsk

Subject card

Subject name and code	Business and Sustainability, PG_00155501		
Field of study	Management		
Date of commencement of studies	October 2024	Academic year of realisation of subject	2025/2026
Education level	Master's studies	Subject group	Obligatory subject group in the field of study
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	English
Semester of study	3	ECTS credits	4.0
Learning profile	academic	Assessment form	exam
Conducting unit	Department of Investment and Real Estate -> Faculty of Management -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Aleksandra Koszarek-Cyra	
	Teachers	dr hab. Anna Dziadkiewicz dr inż. Aleksandra Koszarek-Cyra dr Małgorzata Szymańska-Brałkowska dr Renata Płoska	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	15.0	0.0	0.0	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	6.0	49.0	100

Subject objectives	
	The aim of the lectures and classes is to familiarize students with the relationship between the business world and the environment and society, as well as to familiarize with the subject of sustainable development and the circular economy.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[ZARZMU2_K08] The student understands the need to behave ethically, sustainably, and socially responsibly in professional life. The student can initiate actions for the public interest.	Is aware of and understands the importance of ethical, conduct in the context of sustainable enterprise activities	[SK4] test/exam - oral or written
[ZARZMU2_U03] The student can consider its ethical, social and environmental implications in decision-making. The student can initiate actions for the social environment and public interest.	Consider ethical, social, and environmental impacts in the decision-making process	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task
[ZARZMU2_K03] The student is aware of the need to identify critical complex problems, including economic and social ones, and to plan ways to solve them under changing and unpredictable conditions.	Understand the need to identify key economic, social, and environmental issues affecting a sustainable enterprise	[SK1] oral statement/conversation/ discussion
[ZARZMU2_W07] The student has an expanded knowledge of the evolution of views on the role of the enterprise in society and the place of man in the organization, his role in social, economic and administrative activities.	Has an in-depth knowledge of the role of sustainable enterprises in society	[SW4] test/exam - oral or written [SW5] implementation of a problem task
[ZARZMU2_W06] The student has an in-depth knowledge of the impact of business on the environment and society, as well as the ethical challenges accompanying it.	Has an advanced knowledge of the environmental and social impacts of sustainable enterprise operations, as well as the ethical challenges associated with these impacts	[SW4] test/exam - oral or written [SW5] implementation of a problem task

Subject contents

Lecture

1. Economics of sustainable development - goals, political and legal instruments, challenges
2. An introduction to the circular economy. Current key principles within the circular economy
3. The niche level: circular business models
4. Corporate social responsibility concept and its evolution
5. Corporate social responsibility - implementation at the enterprise and supply chain level
6. Corporate social responsibility communication (including reporting)
7. Environmental Management, Environmental Management Systems (EMS) based on ISO 14001 standard, EMAS costs and benefits of EMS
8. Lean and Green approach - the use of selected quality improvement tools and techniques in Environmental Management
9. Green Business Strategy
10. Environmental awareness of managers as the basis for creating pro-environmental behavior
11. Eco-innovations - definition, examples, support programs
12. Transformation of the economy towards reducing emissions
13. Sustainable finance and socially responsible investment

Classes:

1. The niche level: circular business models
2. Marketing mix of circular services
3. Environmental Management, Environmental Management Systems (EMS) based on ISO 14001 standard, EMAS costs and benefits of EMS
4. Lean and Green approach - the use of selected quality improvement tools and techniques in Environmental Management
5. Eco-innovations in SME
6. Renewable Energy Sources (RES) & prosumer energy

Prerequisites and co-requisites

according to the study regulations

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
final test	51.0%	100.0%

Recommended reading	Basic literature	1. Crane A., McWilliams A., Matten D., Moon J., Siegel D.S., The Oxford Handbook of Corporate Responsibility, Oxford University Press 2008. (part II i IV) 2. Universal circualr economy goals, Ellen MacArthur Foundation, January 2021 3. Lehmann, H., Hinske, Ch. (2023). Impossibilities of the Circular Economy, Taylor & Francis. (The book is in open access through your library account)
	Supplementary literature	1. Benton, D., Hazell, J., & Hill, J. (2014). The Guide to the Circular Economy. Capturing Value and Managing Material Risk. Oxford, UK: 2. DoSustainability. 3. Bruns-Smith, A., Choy, V., Chong, H., & Verma, R. (2015). Environmental sustainability in the hospitality industry: Best practices, guest participation, 4. and customer satisfaction. Cornell Hospitality Report, 15(3), 616. https://doi.org/10.1017/CBO9781107415324.004 5. Buchholtz A., Carroll A. B., Business and Society, South-Western CENGAGE Learning (7th or newer edition). 6. Camilleri M. A., Corporate Sustainability, Social Responsibility and Environmental Management. An Introduction to Theory and Practice with Case 7. Studies, Springer 2017. 8. Ellen MacArthur Foundation, & McKinsey Center for Business and Environment. (2015). Growth within: a circular economy vision for a competitive Europe. Ellen MacArthur Foundation. https://doi.org/ Article Fernandes-Xavier A., Manfredi-Naveiro R., Aoussat A. (2015) The ecoinnovation concepts through a strategic perspective. Hellström, T. Dimensions of environmentally sustainable innovation: the structure of eco innovation concepts, w: Sustainable Development, v. 15, n. 3 (2007), s. 148159. Henriques I., Sadorsky P. The relationship between environmental commitment and managerial perceptions of stakeholder importance, w: Acad. Manag. J. 42(1) 1999, s. 879. Küçükoğlu M., Pınar R.(2015) Positive Influences of Green Innovation on Company Performance. (2015) Procedia - Social and Behavioral Sciences 195 (2015) pp. 1232 1237. Legrand, W., Sloan, P., & Chen, J. S. (2016). Closing the cycle and the potential for circular approach. In Sustainability in the Hospitality Industry: Principles of sustainable operations (Third edit, p. Chapter 4). Routledge. Lindell, L., Dziadkiewicz, A., Sattari S., Dmitrzak, M. (Eds.) Journey to the destination: a circular tourism economy: a training program for the hospitality industry to facilitate a transition towards increased circularity in the South Baltic Region, Växjö/Kalmar: Linnaeus University, 2019. Retrieved from http://lnu.diva-portal.org/ smash/record.jsf?pid=diva2%3A1372659&dswid=7283 Rennings K. (2000) Redefining innovation eco-innovation research and the contribution from ecological economics Ecological Economics, 32 (2000), pp. 319-332. Renswoude, K. van, Wolde, A. ten, & Joustra, D. J. (2015a). Circular business models: Part 1: An introduction to IMSAs circular business model scan. IMSA. Retrieved from https:// groenomstilling.erhvervsstyrelsen.dk/sites/default/files/media/ imsa_circular_bus iness_models_-_april_2015_- _part_1.pdf Renswoude, K. van, Wolde, A. ten, & Joustra, D. J. (2015b). Circular business models - Part 2: Overview and examples. IMSA. Amsterdam. Retrieved from http://hh.surfsharekit.nl:8080/get/ smpid:53447/DS1 Szymańska-Bralkowska M., Malinowska E., The improvement of the Companys Environmental Performance Through the Application of Green Lean/Lean and Green Approach, Insitute of Economic Research Working Papers, no. 127, Institute of Economic Research: Polish Economic Society Branch, Toruń 2017. Zokaei K., Lovins H., Wood A., Hines P., Creating a Lean and Green Business System. Techniques for Improving Profits and Sustainability, CRC Press, A Productivity Press Book, New York, 2013.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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