University of Gdańsk

Subject card

Subject name and code	Responsible Business, PG_00156094		
Field of study	Management		
Date of commencement of studies	October 2024	Academic year of realisation of subject	2025/2026
Education level	Bachelor’s studies	Subject group	Optional subject group 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	4	ECTS credits	7.0
Learning profile	academic	Assessment form	exam
Conducting unit	Zakład Zrównoważonego Rozwoju i Nauk o Jakości -> Katedra Strategicznego Rozwoju -> Faculty of Management -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Renata Płoska	
	Teachers	dr Renata Płoska dr Mariusz Chmielewski dr Joanna Próchniak prof. dr hab. Małgorzata Wiśniewska	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	15.0	0.0	0.0	75
	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	75	14.0	86.0	175

Subject objectives	The aim of the course is to introduce students to issues related to responsible and sustainable business. Socially responsible business activities and tools that can be used in various areas of a company's operation and supply chain will be discussed. Issues of communication with stakeholders and responsible financing and investment will also be addressed.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_K08] The student is aware of and understands the need to behave in professional life in an in professional life in an ethical, sustainable and socially responsible manner.	Student is aware of and understands the need for socially responsible behaviour in professional life.	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work
	[ZARZL3_W06] The student understands the impact of business on the environment and society, as well as the ethical challenges that accompany it.	Student understands the impact of business activities on the environment and stakeholders and the accompanying ethical challenges.	[SW4] test/exam - oral or written
	[ZARZL3_K03] The student knows the need to identify important problems, including economic and social issues, and plan ways to solve them.	Student is aware of the need to identify the ethical, social and environmental challenges associated with business activities and to seek ways to meet them.	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work
	[ZARZL3_W07] The student has knowledge of the evolution of views on the role of business in society and the place of man in organizations, his role in social, economic and administrative activities.	Student has knowledge of the evolving views of the role and impact of the enterprise on its environment and stakeholders.	[SW4] test/exam - oral or written
	[ZARZL3_W13] The student knows advanced methods and techniques of managerial analysis to support the process of economic decision-making, and is familiar with sources of data and information from various fields of social sciences, especially management and quality sciences.	Student knows methods for analysing the impact of business activities and decisions on the environment and stakeholders.	[SW4] test/exam - oral or written
	[ZARZL3_U05] The student can correctly select and apply advanced methods and tools used in management and quality sciences.	Student is able to correctly select responsible business tools.	[SU1] oral statement/conversation/ discussion [SU8] observation of student's independent or team work
	[ZARZL3_U03] The student is able to take into account their ethical, social and ecological consequences in the decision-making process.	Student is able to consider the ethical, social and environmental implications of business decisions.	[SU1] oral statement/conversation/ discussion [SU8] observation of student's independent or team work

Subject contents	Lecture 1. Corporate social responsibility - genesis, essence and links to related concepts 2. External costs and benefits in the activities of the enterprise 3. Policy and strategy of social responsibility in the enterprise 4. Areas of responsibility and elements of organizational governance 5. Responsible market practices and consumer rights 6. Product quality and safety 7. Human and labor rights 8. Safety in the workplace 9. Corporate environmental responsibility 10. Corporate social commitment 11. Monitoring and evaluation of the implementation of social responsibility policies and strategies 12. Social responsibility communication 13. Responsible and sustainable business / ESG reporting 14. Sustainable financing and investing 15. Sustainable capital and money market instruments Exercises: 1. External determinants of CSR implementation in enterprises 2. Analysis of the costs and benefits of external activities of the company 3. Analysis and inclusion of stakeholders in the process of creating CSR policies and strategies 4. Identification of areas of responsibility in the enterprise 5. Activities in the implementation of responsible market practices 6. Product quality and safety 7. Actions for compliance with labor rights 8. Safety in the workplace 9. Environmental management in the enterprise 10. Planning pro-social activities in the enterprise 11. Conducting ethical and social audits 12. Non-reporting social responsibility communication tools 13. Reporting standards for responsible and sustainable business / ESG 14. Decision-making process in the field of responsible investment - use of ESG ratings 15. Sustainable capital market instruments Labs: 1. Cost-benefit analysis of external business activities 2. Product quality and safety 3. Safety in the workplace 4. Responsible management of supply chains 5. Environmental audit 6. Preparation of a responsible and sustainable business / ESG report 7. Sustainable money market instruments
Prerequisites and co-requisites	

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
participation in individual and group work in exercises and laboratories	51.0%	50.0%
written test	51.0%	50.0%

Recommended reading

Basic literature	Antonowicz P. (red.), *Zarządzanie rozwojem przedsiębiorstwa. Interaktywny podręcznik z zakresu zarządzania. Repozytorium case study dla studentów*, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020. (rozdziały: 7, 8, 16) Gołaszewska-Kaczan U., *Społeczna odpowiedzialność przedsiębiorstwa - działania w obszarze wewnętrznym*, Wydawnictwo Uniwersytetu w Białymstoku, Białystok 2021. Mazurowska M., Płoska R., *Sprawozdawcza i pozasprawozdawcza komunikacja zewnętrzna w zakresie społecznej odpowiedzialności biznesu* (rozdziały: 1, 2 i 3), Centrum Myśli Strategicznych, Sopot 2022. https://fundacjacms.pl/wp-content/uploads/2022/03/Sprawozdawcza-i-pozasprawozdawcza-komunikacja-zewn%C4%99trzna-wersja-elektroniczna.pdf Zioło M., *Finanse zrównoważone: rozwój - ryzyko - rynek*, PWE, Warszawa 2020.

	Supplementary literature	Płoska R., Próchniak J., *Definiowanie obszarów odpowiedzialności portów morskich*, Zarządzanie i Finanse, vol. 15, nr 2/2, Sopot 2017. https://wzr.ug.edu.pl/nauka/index.php?str=541 Płoska R., *Przeciwdziałanie korupcji jako jeden z wymiarów społecznej odpowiedzialności biznesu*, [w]: P. Antonowicz, P. Galiński, P. Pisarewicz (red.), Perspektywa ekonomiczna, finansowa i prawna kreowania wartości w gospodarce, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020. Wytyczne OECD dotyczące należytej staranności w odpowiedzialnych łańcuchach dostaw w sektorze tekstylno-odzieżowym i obuwniczym. https://www.gov.pl/web/fundusze-regiony/sektor-tekstylno-odziezowy-i-obuwniczy2 Global Reporting Initiative. https://www.globalreporting.org/standards/ Aktualne polskie i unijne akty prawne dotyczące raportowania z zakresu zrównoważonego zarządzania przedsiębiorstwem.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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