

Subject card

Subject name and code	Sustainable and Responsible Business, PG_00156169						
Field of study	Sport Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	Bachelor'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	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		3.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Department of Strategic Development and Quality Science -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Renata Płoska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	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		9.0		36.0	75
Subject objectives	The aim of the course is to introduce students to issues related to responsible and sustainable business. It will discuss socially responsible business activities and tools that can be used in various areas of business operation, with particular emphasis on entities operating in leisure time markets or sports. Issues of communication with stakeholders and responsible financing and investment will also be addressed.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[ZSSML3_W06] The student understands the impact of business on the environment and society, as well as the ethical challenges that accompany it.		Student has knowledge and understanding of the sustainable context of business, also in the area of leisure and sports markets, and the ethical challenges that accompany it.		[SW4] test/exam - oral or written		
	[ZSSML3_K08] The student is aware of and understands the need to act in an ethical, sustainable and socially responsible manner in professional life.		Student is aware of and understands the need to behave in a sustainable, ethical and socially responsible manner in their professional life, including those related to leisure and sports markets.		[SK1] oral statement/conversation/discussion		
	[ZSSML3_U03] The student is able to take into account ethical, social and environmental consequences in the decision-making process.		Student is able to consider the ethical, social and environmental implications associated with business decisions, including the area of leisure and sports markets.		[SU1] oral statement/conversation/discussion		

Subject contents	1 Corporate social responsibility - origins, essence and links to related concepts 2. the concept of sustainable development - genesis, essence and initiatives 3 External conditions for the implementation of CSR in enterprises 4 Social responsibility policy and strategy in an enterprise 5 Areas of responsibility and elements of organisational governance 6 Responsible market practices and consumer rights 7 Human and labour rights 8 Corporate environmental responsibility 9 Corporate social responsibility 10 Monitoring and evaluation of the implementation of the social responsibility policy and strategy 11. communication on social responsibility 12 Responsible and sustainable business / ESG reporting 13 Sustainable financing and investment		
Prerequisites and co-requisites	None		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam (test)	51.0%	100.0%
Recommended reading	Basic literature	Antonowicz P. (red.), <i>Zarządzanie rozwojem przedsiębiorstwa. Interaktywny podręcznik z zakresu zarządzania. Repozytorium case study dla studentów</i>, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020. (rozdziały: 7, 8, 16) Gołaszewska-Kaczan U., <i>Spółeczna odpowiedzialność przedsiębiorstwa - działania w obszarze wewnętrznym</i>, Wydawnictwo Uniwersytetu w Białymstoku, Białystok 2021. Mazurowska M., Płoska R., <i>Sprawozdawcza i pozasprawozdawcza komunikacja zewnętrzna w zakresie społecznej odpowiedzialności biznesu</i> (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 Ziolo M., <i>Finanse zrównoważone: rozwój - ryzyko - rynek</i>, PWE, Warszawa 2020.	

	Supplementary literature	Płoska R., Próchniak J., <i>Definiowanie obszarów odpowiedzialności portów morskich</i>, Zarządzanie i Finanse, vol. 15, nr 2/2, Sopot 2017. https://wzr.ug.edu.pl/nauka/index.php?str=541 Płoska R., <i>Przeciwdziałanie korupcji jako jeden z wymiarów społecznej odpowiedzialności biznesu</i>, [w]: P. Antonowicz, P. Galiński, P. Pisarewicz (red.), <i>Perspektywa ekonomiczna, finansowa i prawna kreowania wartości w gospodarce</i>, 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. Botwina G., <i>Społeczna odpowiedzialność przedsiębiorstw sportowych na przykładzie klubów ekstraklasy w piłce nożnej</i>, WN WZ UW, Warszawa 2020, http://www.wz.uw.edu.pl/portaleFiles/6133-wydawnictwo-/Spoleczna_odpowiedzialnosc_przedsiębiorstw_Botwina_ebook.pdf Malinowska, E., Płoska, R., Chmielewski, M., Śledzik, K., <i>Sustainable gastronomy a model approach</i>. Zeszyty Naukowe. Organizacja i Zarządzanie / Politechnika Śląska, z. 193, 2024.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Evolution of the CSR concept. The essence of sustainable development. CSR policies. Tools for communicating CSR.	
Work placement	Not applicable	

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