

Subject card

Subject name and code	Blue Economy, PG_00129951						
Field of study	International Business						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2026/2027	
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			Polish	
Semester of study	3		ECTS credits			2.0	
Learning profile	academic		Assessment form				
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Jacek Zaucha				
	Teachers						
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		15.0		20.0	50
Subject objectives	Introducing students to the concept of "blue economy", making it easier for them to independently analyze selected issues related to maritime economy, preparing them to work in the maritime economy or to cooperate with selected sectors of the economy of the Pomeranian region.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBMU2_W08] knows selected areas of the functioning of a modern enterprise in the international environment; understands the conditions, principles and consequences of decisions taken in modern enterprise's structures dealing on the international market	The student knows selected areas of operation of a modern maritime enterprise in an international environment; understands the conditions, principles and consequences of decisions made in the structures of modern enterprises in the maritime sector operating on the international market.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[IBMU2_W05] knows and understands the fundamental dilemmas of international business related to globalisation, integration, internationalization and sustainable development	The student knows and understands the basic dilemmas of international business related to globalization, integration, internationalization and sustainable development in the context of maritime economy.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[IBMU2_U01] can creatively interpret, explain and analyse complex economic phenomena and the relations occurring between them, using the acquired knowledge in international business and international economic and financial relations	The student is able to creatively interpret, explain and analyze complex economic and maritime phenomena, interprets the relationships between them, using the acquired knowledge in the field of international business and international economic and financial relations.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[IBMU2_K07] is ready to perform professional roles responsibly, taking into account the changing social needs	The student is ready to perform responsible professional roles in the maritime economy, taking into account changing social needs.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[IBMU2_K03] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	The student is ready to think and act in an entrepreneurial way; adapts to new situations and conditions; takes up the challenges of creative thinking; acquires resistance to failure; assesses risks and threats and finds ways to counteract their effects by maritime economy issues.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK8] observation of student's independent or team work
Subject contents	1. Blue economy (maritime economy): genesis of the concept, its essence, scope and measurement, as well as the most important program documents. Spatial planning of maritime areas in Poland for the development of the "blue economy" 2. Ecosystem services and marine economy in the light of the requirements of sustainable development: paradigms, challenges and risks (sustainable and sustainable development, resilience of marine ecosystems, Blue Justice, good state of the marine environment, "blue grabbing", Green Deal, socio-ecological systems) 3-6. Introduction to the issues of maritime development in Pomerania in the sectoral dimension: maritime tourism, shipping, offshore sectors, fisheries and aquaculture 7. Innovations in maritime economy - study visit to the Pomeranian Science and Technology Park 8. Results of the students' group project Any doubts arising during the preparation of the group project will also be resolved during consultations.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	group project	51.0%	40.0%
	Presence and engagement	51.0%	60.0%

Recommended reading	Basic literature	- Cisneros-Montemayor, A.M., Moreno-Báez, M., Reygondeau, G. <i>et al.</i> (2021). Enabling conditions for an equitable and sustainable blue economy. <i>Nature</i> 591, 396401 DOI: 10.1038/s41586-021-03327-3 - Schultz-Zehden, A., Weig, B., Lukic, I. (2019). Maritime Spatial Planning and the EUs Blue Growth Policy: Past, Present and Future Perspectives. In: Zaucha, J., Gee, K. (eds) <i>Maritime Spatial Planning</i>. Palgrave Macmillan, Cham. DOI: 10.1007/978-3-319-98696-8_6 - Barbesgaard M. (2018) Blue growth: savior or ocean grabbing?, <i>The Journal of Peasant Studies</i>, 45:1, 130-149, DOI: 10.1080/03066150.2017.1377186 - European Commission (2019). Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions, The European Green Deal COM(2019) 640 final - European Commission (2021). The EU Blue Economy Report. 2021. Publications Office of the European Union. Luxembourg.
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	Supplementary literature	- the direct economic impact of Marine Spatial Planning, Mar. Policy 127 (2021), 104443, DOI: 10.1016/j.marpol.2021.104443 - Mogila Z., Ciolek D., Kwiatkowski J. M., Zaucha J., (2021) The Baltic blue growth A country-level shift-share analysis, Mar. Policy, 134, 104799, DOI: 10.1016/j.marpol.2021.104799. - World Bank and United Nations Department of Economic and Social Affairs. (2017) The Potential of the Blue Economy: Increasing Long-term Benefits of the Sustainable Use of Marine Resources for Small Island Developing States and Coastal Least Developed Countries. World Bank, Washington DC. - UNEP, FAO, IMO, UNDP, IUCN, World Fish Center, GRID Arendal (2012). Green Economy in a Blue World. UNEP/GRID-Arendal. https://sustainabledevelopment.un.org/index.php?page=view&type=400&nr=656&menu=35 - UNEP (2014) Blue Economy Concept Paper https://wedocs.unep.org/bitstream/handle/20.500.11822/11129/unep_swio_sm1_inf11_blue_economy.pdf?sequence=1&%3BisAllowed= - European Commission, (2012). Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions, Blue Growth Opportunities for Marine and Maritime Sustainable Growth (COM(2012) 494 final). - European Commission, (2017). Report on the Blue Growth Strategy Towards More Sustainable Growth and Jobs in the Blue Economy (SWD (2017) 128 final). e and maritime sustainable growth. - OECD (2011) The Ocean Economy in 2030, OECD Publishing, Paris, 2016, DOI: 10.1787/9789264251724-en. - World Bank (2016) Blue Economy Development Framework Growing the Blue Economy to Combat Poverty and Accelerate Prosperity. Washington DC: World Bank https://thedocs.worldbank.org/en/doc/446441473349079068-0010022016/original/AMCOECCBlueEconomyDevelopmentFramework.pdf - Tonazzini D., Fosse J., Morales E., Gonzales A. et al., (2019) Blue Tourism. Towards a sustainable coastal and marine regions. Edited by Eco-Union. Barcelona. https://clmeplus.org/app/uploads/2020/04/20190620_BLUE-TOURISM-STUDY_EN.pdf - Tourist Attractions of the Municipalities of Gdansk Bay. Land Sea Act, Interreg project, Gdansk 2020. https://maritime-spatial-planning.ec.europa.eu/sites/default/files/tourist_attractions_of_the_municipalities_of_gdansk_bay_2020.pdf - Pomorskie Voivodship in figures 2022. Statistical Office in Gdansk. https://gdansk.stat.gov.pl/en/publications/folders/pomorskie-voivodship-in-figures-2022,1,11.html - Perissi I., Bardi U.: The Empty Sea. The Future of the Blue Economy, Springer, Printforce, Netherlands 2021. - Pauli, G.; The Blue Economy 3.0: The marriage of science, innovation and entrepreneurship creates a new business model that transforms society, Xlibris, 2017
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	eResources addresses	Adresy na platformie eNauczenie:
Example issues/ example questions/ tasks being completed	Factors determining the development of individual sectors of the maritime economy in the province. Pomeranian The need for public support for the development of individual sectors of the maritime economy in the province. Pomeranian Synergistic effects of the development of the maritime economy in the province. Pomeranian	
Work placement	Not applicable	

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