

Subject card

Subject name and code	Strategies in Ecological Business, PG_00172694						
Field of study	Business and Environmental Technology						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group				
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		credit		
Conducting unit	Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Gutowski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	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		13.0		22.0	50
Subject objectives	Introducing students to the topics of developing, identifying, implementing, and controlling strategies executed by enterprises						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[BiTEMU2_K02] is able to cooperate and work in a group, assuming responsible roles	--	[SK8] observation of student's independent or team work
	[BiTEMU2_K03] is able to properly define priorities and plan and organize tasks related to their implementation, as well as monitor and evaluate progress	--	[SK1] oral statement/conversation/discussion
	[BiTEMU2_K04] by participating in the preparation of economic and social projects, he is able to reconcile legal, economic, ecological, political, and social requirements	--	[SK8] observation of student's independent or team work
	[BiTEMU2_W07] lists and describes the basic concepts and principles of protection of industrial property and copyright, the need to manage intellectual property resources and the principles of using patent information resources	--	[SW1] oral statement/conversation/discussion
	[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	--	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[BiTEMU2_W01] describes the relationship between economics and ecological technology, their place in the system of social and exact sciences	--	[SW2] presentation/project/paper/report
	[BiTEMU2_U02] uses in practice various forms and scope of acquired economic knowledge, complementing it with a critical analysis of effectiveness and usefulness	--	[SU2] presentation/project/paper/report
	[BiTEMU2_W04] has in-depth knowledge of the relationships between economic phenomena, entities, structures and institutions on a micro-, macroeconomic and sectoral scale, both in real and monetary terms	--	[SW1] oral statement/conversation/discussion
	[BiTEMU2_U03] independently proposes solutions to a specific economic problem and carries out procedures for making decisions in this area	--	[SU1] oral statement/conversation/discussion
Subject contents	--		
	Understanding the principles of business operations		
Prerequisites and co-requisites	Understanding the principles of business operations		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	15.0%
		51.0%	25.0%
		51.0%	60.0%
Recommended reading	Basic literature	Recommended reading lists (in Polish)	

	Supplementary literature	Recommended reading lists (in Polish)
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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