

Subject card

Subject name and code	Strategies in Ecological Business, PG_00172695						
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		3.0		
Learning profile	academic		Assessment form				
Conducting unit	Division of Global Economy -> Department of Maritime Transport and Seaborne Trade -> 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	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		13.0		47.0	75
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_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_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_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_K02] is able to cooperate and work in a group, assuming responsible roles	--	[SK8] observation of student's independent or team work
	[BiTEMU2_U04] independently analyzes economic phenomena and processes, makes a theoretical assessment of these phenomena in selected areas, using an appropriately selected research method	--	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[BiTEMU2_K06] can think and act in an entrepreneurial way and communicate skillfully with the environment; adapts to new situations and conditions, takes up new challenges of creative thinking, acquires resistance to failure	--	[SK8] observation of student's independent or team work
	[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
	[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
Subject contents	--		
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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%	25.0%
		51.0%	60.0%
		51.0%	15.0%
Recommended reading	Basic literature	Recommended reading lists (in Polish)	

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

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