

Subject card

Subject name and code	Driving Business Towards Sustainability, PG_00173195						
Field of study	International Business						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
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	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	academic		Assessment form				
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Katarzyna Osiecka-Brzeska				
	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		10.0		25.0	50
Subject objectives	Students receive knowledge in the field of international economic relations, with particular emphasis on environmental and energy policy, as well as business regulations. Students will learn about contemporary global business issues from an environmental perspective and changing business outcomes towards more environmentally and socially friendly models.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBMU2_K01] Is ready to recognise the importance of knowledge of international business in the process of identifying and solving business problems and the need to consult experts in cases of complex issues	The student is prepared to recognize the importance of knowledge about sustainable development in international business. Therefore, the student is able to identify and solve business problems and the need to consult the teacher during consultation hours in the case of complex issues related to the sustainable development of the enterprise.	[SK4] test/exam - oral or written
	[IBMU2_K07] is ready to perform professional roles responsibly, taking into account the changing social needs	The student is able to perform professional roles responsibly, taking into account changing social, cultural and environmental needs.	[SK4] test/exam - oral or written
	[IBMU2_U05] can communicate in an international and culturally diverse environment, using advanced terminology of international business	The student is able to communicate in an international and culturally diverse environment, using advanced terminology regarding sustainable business dimensions.	[SU4] test/exam - oral or written
	[IBMU2_K06] is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures	The student is ready to apply business ethics and the philosophy of corporate social responsibility, taking into account changing social needs, and respects the diversity of opinions and cultures.	[SK4] test/exam - oral or written
	[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 environmental protection and social aspects, such as integration and sustainable development.	[SW4] test/exam - oral or written
	[IBMU2_K04] is ready to inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development	The student is ready to inspire and organize projects for the social and international business environment, in accordance with the idea of sustainable development.	[SK4] test/exam - oral or written
	[IBMU2_W04] has an in-depth knowledge of the evolution of theories describing international business and international economic and financial relations	The student has in-depth knowledge about the evolution of the concept of sustainable development and its development in international business.	[SW4] test/exam - oral or written
	[IBMU2_W03] knows terminology in the field of international business, international economics and financial relations and complementary disciplines	The student knows the terminology in the field of sustainable development and international economics and international relations based on the concept.	[SW4] test/exam - oral or written

Subject contents	1. Introduction: the concept of Sustainable Development		
	2. Sustainable development and corporate social responsibility		
	3. International sustainable development policies		
	4. Environmental pillar of sustainable business activities		
	5. Social pillar of sustainable business activities		
	6. The economic pillar of sustainable business activities		
	7. Sustainable reporting		
	Defining the topic of both the group and individual projects, which conclude with a presentation, involves approximately 10 hours of consultations with the instructor. This time includes topic selection, discussion of methodological assumptions, determination of expected outcomes, followed by feedback and ongoing academic support throughout the successive stages of the project.		
Prerequisites and co-requisites	Knowledge of basic theories and terminology regarding the global economy		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Individual project	15.0%	30.0%
	Group project	25.0%	50.0%
	activity	0.0%	20.0%
Recommended reading	Basic literature	A.1. wykorzystywana podczas zajęć	
		1. The age of sustainable development, Jeffrey D. Sachs, New York : Columbia University Press, cop. 2015. .2. Handbook of sustainable development, ed. by Giles Atkinson [et al.], Cheltenham ; Northampton MA : Edward Elgar, 2014. 3. The economics of sustainable development, ed. by Ian Goldin and L. Alan Winters, Cambridge University Press, 1995.	
		A.2. studiowana samodzielnie przez studenta	
		1. Financing change : the financial community, eco-efficiency, and sustainable development, Stephan Schmidheiny and Federico Zorraquín with the World Business Council for Sustainable Development. Cambridge, Mass. ; London : The MIT Press, cop. 1996.	
		2. Sustainable development / Susan Baker.Baker, Routledge Introductions to Environment Series, London ; New York : Routledge, 2006	
		3. Textbook on social and economic potential of sustainable development / eds. Luc Hens, Leonid Melnyk. Sumy : University Book, 2008.	

	Supplementary literature	1. Making certification work for sustainable development : the case of biofuels / United Nations Conference on Trade and Development. New York ; Geneva : United Nations, 2008 2. Economic aspects of energy policies supporting sustainable development / Yavor Branimov Kolarov. University of Gdansk. Faculty of Economics.Kolarov, Yavor Branimirov. Gdansk, 2016
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	CSRD Directive requirements, tools for implementing sustainable development policy, external effects, transaction costs, Dove case study	
Work placement	Not applicable	

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