

**Subject card**

<b>Subject name and code</b>	Responsible Business Strategies, PG_00178442						
<b>Field of study</b>	Management						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2027/2028		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Optional subject group Subject group related to scientific research in the field of study		
<b>Mode of study</b>	part-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	4	<b>ECTS credits</b>			7.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			exam		
<b>Conducting unit</b>	Department of Strategic Development and Quality Science -> Faculty of Management -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Renata Płoska				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	16.0	16.0	8.0	0.0	0.0	40
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	40		2.0		133.0	175
<b>Subject objectives</b>	To familiarize students with the concept of responsible and sustainable business and the process, areas and tools for implementing this concept in an enterprise. To develop practical skills for analyzing, evaluating, as well as planning activities that are part of the responsible business strategy.						
<b>Learning outcomes</b>	<b>Course outcome</b>		<b>Subject outcome</b>		<b>Method of verification</b>		
	[ZARZL3_U06] The student can use and integrate knowledge of management and quality sciences, economics, and finance to resolve dilemmas and complex management problems that arise in professional work.		The student analyzes, evaluates and proposes actions in the field of responsible and sustainable business.		[SU2] presentation/project/paper/report		
[ZARZL3_W07] The student has advanced knowledge and understanding of regulations and legal, organizational, and ethical norms, including those relating to intellectual property protection, which are relevant to business decision-making.		The student explains the essence, and lists and describes the principles and activities of responsible and sustainable business.		[SW4] test/exam - oral or written			
<b>Subject contents</b>	<p>The concept of responsible and sustainable business - genesis, essence, related concepts and determinants.</p> <p>Responsible business strategies - types, approaches, development process, guidelines.</p> <p>Key areas of corporate responsibility: protection of human rights; labor rights activities; environmental protection; responsible business practices; consumer issues; initiatives for society.</p> <p>Implementation and monitoring of responsible and sustainable business strategies.</p> <p>Communication of responsible and sustainable business.</p>						
<b>Prerequisites and co-requisites</b>	Basic knowledge of business operations.						

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	60.0%
	projects (tasks) carried out as part of exercises and laboratories	51.0%	40.0%
Recommended reading	Basic literature	<p>Dąbrowski T. J., Majchrzak K., Społeczna odpowiedzialność i nieodpowiedzialność biznesu, SGH, Warszawa 2022.</p> <p>Mazurowska M., Płoska R., Sprawozdawcza i pozasprawozdawcza komunikacja w zakresie społecznej odpowiedzialności biznesu, CMS, Sopot 2022, ch. 1-3.</p>	
	Supplementary literature	<p>Gołaszewska-Kaczan U., Społeczna odpowiedzialność przedsiębiorstwa działania w obszarze wewnętrznym, Wydawnictwo Uniwersytetu w Białymstoku, Białystok 2020.</p> <p>Jedynak M., Współpraca z dostawcami w przedsiębiorstwach społecznie odpowiedzialnych, Wydawnictwo UJ, Kraków 2023, ch. 2 i 3.</p> <p>Malinowska E., Szymańska-Brałkowska M., Zawojek M., Wpływ stanu bezpieczeństwa i higieny pracy na poziom satysfakcji klienta [w] Skrzypek E. (red.), Zarządzanie organizacją w warunkach różnorodności, Uniwersytet Marii Curie-Skłodowskiej w Lublinie, Lublin 2018, 145-160.</p> <p>Malinowska E., Szymańska-Brałkowska M., Ochrona środowiska elementem koncepcji CSR na przykładzie branży gastronomicznej [w] Antonowicz P., Galiński P., Pisarewicz P. (red.), Społeczny, środowiskowy i jakościowy wymiar kreacji wartości organizacji, Wydawnictwo UG, 2020, 145-166.</p> <p>Płoska R., Obszary społecznej odpowiedzialności przedsiębiorstwa, [w] Antonowicz P. (red.), Zarządzanie rozwojem przedsiębiorstwa. Interaktywny podręcznik z zakresu zarządzania. Repozytorium case study dla studentów, UG 2020, 79-88.</p> <p>Płoska R., Standardy i wytyczne z zakresu społecznej odpowiedzialności przedsiębiorstwa [w] Antonowicz P. (red.), Zarządzanie rozwojem przedsiębiorstwa. Interaktywny podręcznik z zakresu zarządzania. Repozytorium case study dla studentów, UG 2020, 89-102.</p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Identifying stakeholder expectations of the company. Planning community outreach initiatives. Planning communication activities on responsible and sustainable business.		
Work placement	Not applicable		

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