

Subject card

Subject name and code	Environmental Communication, PG_00178774						
Field of study	Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	part-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			5.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Department of Strategic Development and Quality Science -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Joanna Próchniak				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	24.0	0.0	0.0	0.0	32
	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	32	2.0	91.0	125		
Subject objectives	Familiarizing students with the principles , conditions , tools and areas of corporate communication with external stakeholders , as well as with selected methods of preparing information for this type of communication . Providing practical knowledge in the application of regulations and good communication practices .						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[ZARZMU2_W03] The student possesses a deep understanding of the relationship between the organization and its stakeholders. They are also aware of the complex phenomena and processes that occur in the organization's environment, including their variability and impact on the organization's functioning.		The student explains the concepts of corporate communication with the environment, characterises the areas, channels and tools of corporate communication with the environment, as well as the standards and regulations for corporate reporting.		[SW4] test/exam - oral or written		
	[ZARZMU2_U10] The student can communicate information, express opinions, and engage in debates with diverse audiences using management and quality science terminology across various media.		The student prepares and conveys information in a way that is understandable and adequate to the needs of the process of communication with various groups of external stakeholders.		[SU2] presentation/project/paper/report		
	[ZARZMU2_U02] The student can identify complex issues related to the organization's operations, the processes within it, and its relationships with a changing environment, proposing appropriate and innovative solutions.		The student analyzes and evaluates examples of activities in the field of communication between the company and the environment, and also proposes actions in this area.		[SU2] presentation/project/paper/report		

Subject contents	<ol style="list-style-type: none"> 1. The concept, objectives, types and conditions (legal, organizational, technological) of business communication. 2. Channels and tools of communication between the company and the environment. 3. Needs, information expectations and the importance (relevance) of stakeholders in communication. 4. Areas of business communication with external stakeholders (m.in. investor relations, media relations, crisis communication). 5. Corporate (financial and sustainability - ESG) reporting. 6. Challenges related to communication between the company and the environment. 		
Prerequisites and co-requisites	-		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written test	51.0%	60.0%
	project, team work	51.0%	40.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. Cornelissen J., Komunikacja korporacyjna: przewodnik po teorii i praktyce, Wolters Kluwer Polska, Warszawa 2012, r. 3. 2. Mazurowska M., Płoska R., Sprawozdawcza i pozasprawozdawcza komunikacja w zakresie społecznej odpowiedzialności biznesu, CMS, Sopot 2022. 	
	Supplementary literature	<ol style="list-style-type: none"> 1. Antonowicz, P. Antonowicz, J. Siciński, J., Stay or Leave? How the Policy of Business Cooperation with Russia Affected Value and Price of Listed Companies: Evidence from Dow Jones, DAX and WIG20, Annales Universitatis Mariae Curie-Skłodowska, section H Oeconomia, 2023, 57(4), 23-44. 2. Jaworowicz M., Jaworowicz P., Skuteczna komunikacja w nowoczesnej organizacji, Difin, Warszawa 2017. 3. Mikołajek-Gocejna M., Investor Expectations in Value Based Management, Springer International Publishing, Cham, Heidelberg, Ney York, Dordrecht, London 2015. 4. Próchniak J., Płoska R., Komorowska O., Raca K., Sustainability communication on Twitter: disability disclosures of listed companies in Poland, Journal of Modern Science, 2023, 53(4), 419-436. 5. Różańska E., Sprawozdawczość niefinansowa. Ujawnianie i atestacja informacji niefinansowych w świetle regulacji i standardów, Wydawnictwo UEP, Poznań 2022 (r. 1). 6. Śledzik K., Chmielewski M., Płoska R., Pęksyk M., ESG reporting in Poland analysis of the information flow process from the auditor and the inspection perspective. Przestrzeń Ekonomia Społeczeństwo, 2023, 23(1), 197-219. 7. Taranko T., Komunikacja marketingowa. Istota, uwarunkowania, efekty, Wydawnictwo Nieoczywiste 2018. 8. Tworzydło D., Public Relations. Praktyka komunikowania 3.0, PWN, Warszawa 2023. 9. Woźniczka J., Ciemna strona marketingu, PWE, Warszawa 2023 (r. 7.7). 	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<p>The concept and tools of public relations .</p> <p>The concept and tools of investor relations .</p> <p>The concept of the scope of application of greenwashing .</p> <p>The concept of ESG reporting .</p>		
Work placement	Not applicable		

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