University of Gdańsk

Subject card

Subject name and code	Strategies for sustainable development of enterprises, PG_00199007						
Field of study	Economics						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor'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	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Barbara Pawłowska, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	10.0	0.0	40
	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	40		0.0		35.0	75
Subject objectives	The aim of the course is to develop students ability to analyse and implement strategies that integrate environmental, social, and governance (ESG) aspects into business operations, in line with global trends and regulatory frameworks. The course combines theoretical foundations with practical application, equipping students with the knowledge and skills necessary to design and implement sustainable development strategies in modern enterprises.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	The student participates in the development of socio-economic projects, demonstrating the ability to balance legal, economic, environmental, political, and social requirements in line with the principles of sustainable development.	[SK2] presentation/project/paper/ report
[EKONL3_W03] knows the relations between economic agents and social organisations operating in the national, international and intercultural arenas	The student demonstrates advanced knowledge of the relationships between economic actors and social organisations operating at national, international, and intercultural levels, particularly in the context of implementing sustainable development strategies.	[SW1] oral statement/ conversation/discussion
[EKONL3_U04] can predict and forecast the course of economic and social processes and phenomena	The student is able to forecast economic and social processes in the context of sustainable development, anticipating their trajectory and assessing their potential impact on the functioning of modern enterprises.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	The student recognises the importance of economic knowledge in identifying and solving business-related challenges arising in the implementation of sustainable development strategies, and demonstrates the ability to consult experts when such issues cannot be addressed independently.	[SK2] presentation/project/paper/ report
[EKONL3_W02] has an advanced knowledge of the different types of existing business entities and organisations and public institutions	The student demonstrates advanced knowledge of various types of business entities, economic organisations, and public institutions, with particular emphasis on their role and potential in planning and implementing sustainable development strategies.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	The student is able to apply theoretical knowledge and collect relevant data to analyse specific economic and social processes and phenomena — including those related to sustainable development — using methods developed in economics, finance, and management sciences.	[SU2] presentation/project/paper/ report

<table>
<tr><td>Subject contents</td><td>1. Introduction to corporate sustainable development strategies

• Definitions, objectives, and directions of sustainable development
• Key challenges for companies: Environmental, social, and economic dimensions

2. Identifying and defining development problems in enterprises

• Methods for identifying business needs
• Problem formulation in project-based terms

3. Designing strategic solutions

• Analytical and planning tools (e.g. stakeholder analysis, problem matrix, cost-benefit analysis)
• Balancing social, economic, legal, and environmental requirements

4. Project work solving real-world business challenges

• Team-based work on problems submitted by industry partners
• Consultations with academic supervisors and company representatives

5. Preparation of a report and presentation of results

The course is carried out both during class sessions and outside of class through the preparation of a project in teams of 2–3 students. The project is discussed with and approved by the instructor before being presented during class.

Any doubts regarding the issues discussed during classes can be discussed during consultations.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>Knowledge of the fundamentals of macroeconomics and microeconomics, as well as of the functioning of a business enterprise.</td></tr>
<tr><td>Assessment methods and criteria</td><td><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Written report – 30 points</td><td>51.0%</td><td>50.0%</td></tr>
<tr><td>Presentation of proposed solutions – 20 points</td><td>51.0%</td><td>30.0%</td></tr>
<tr><td>Attendance and active participation – 10 points</td><td>51.0%</td><td>20.0%</td></tr>
</table></td></tr>
<tr><td>Recommended reading</td><td><table>
<tr><td>Basic literature</td><td>1. Kozłowski R., Zrównoważony rozwój przedsiębiorstw, PWE, Warszawa 2022;
2. B. Pawłowska, Zrównoważony rozwój transportu na tle współczesnych problemów społeczno-gospodarczych, Wyd. UG, Gdańsk 2013;
3. Stoner, J. A. F., Freeman, R. E., Gilbert, D. R. Kierowanie, PWE, Warszawa 2020;</td></tr>
<tr><td>Supplementary literature</td><td>1. Resilience for Sustainable Inclusive Growth, World Economic Forum 2022, https://www3.weforum.org/docs/WEF_Resilience%20for_Sustainable_Inclusive_Growth_2022.pdf
2. Business Models for the Circular Economy, OECD 2019, https://www.oecd.org/en/publications/business-models-for-the-circular-economy_g2g9dd62-en.html
3. Rewiring the Economy: Ten Tasks, Ten Years, Cambridge Institute for Sustainability Leadership 2021, https://www.cisl.cam.ac.uk/system/files/documents/rewiring-the-economy-report.pdf</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
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<tr><td>Example issues/ example questions/ tasks being completed</td><td>During consultation sessions, the details of project implementation will be discussed, questions concerning individual sections of the project reports will be clarified, and current issues raised by students will be addressed.</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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