University of Gdańsk

Subject card

Subject name and code	Enterprise Sustainable Development, PG_00199059		
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	6	ECTS credits	2.0
Learning profile	academic	Assessment form	exam
Conducting unit	Department of Economics and Management of Transportation Companies -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Beata Majecka, prof. UG	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	0.0	0.0	10.0	0.0	25

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	25	0.0	25.0	50

Subject objectives

The primary goal of the subject is to explain the need for sustainable activities of business entities, with thewhile emphasizing the equivalence of economic, social and environmental aspects in this activity.The complementary objective of the subject is to familiarize the student with contemporary programs andtools for business development (e.g. Corporate Social Responsibility, Work-Life Balance, Creating Shared Value). The specific objective includes developing students competences as part of group work on preparing a case study presentation.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	Students can correctly interpret economic and social phenomena and apply knowledge of economics, finance, and management science to explain the drivers and barriers to sustainable development and analyze them in relation to specific economic entities. They prepare a project in teams of three or four people on the importance of selected companies' actions for sustainable development. This project is discussed and approved during consultations with the instructor and then presented in class.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	Student - based on knowledge of the principles of sustainable development of enterprises and the idea of Work-Life Balance, is able to participate in the preparation and presentation of economic and social projects during classes, being able to take into account legal, economic, ecological, political and social requirements.	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[EKONL3_W03] knows the relations between economic agents and social organisations operating in the national, international and intercultural arenas	The student has advanced knowledge of the relationship between business entities and public institutions operating in the national, international and intercultural spheres, affecting the sustainable development of enterprises.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[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	Students are able to use their theoretical knowledge and acquire data to analyze specific economic and social processes and phenomena in the context of broadly understood equilibrium, and analyze these phenomena using methods created in economics, finance and management sciences.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	The student uses his knowledge of economics, finance and management to resolve economic and social dilemmas that arise in his work profession, especially in the context of maintaining the balance of an economic entity and individual work-life balance.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
[EKONL3_W09] has an advanced knowledge of the evolution of theories describing economic entities and organisations as well as public institutions, and has an advanced knowledge of functional links within them	The student has advanced knowledge of the evolution of theories describing economic entities and organizations and public institutions with particular emphasis on the theory of sustainable development and the theory of organizational balance.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	The student knows the types of economic and social ties and the regularities that govern them - including the basis of the idea of sustainable development of the EU.	[SW4] test/exam - oral or written [SW2] 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 recognizes the importance of knowledge of economics in the process of identifying and solving the problems of achieving organizational balance conducive to the development of the enterprise, as well as consulting experts in case of difficulties in solving them independently.	[SK1] oral statement/conversation/ discussion

Subject contents	1 The essence of sustainable enterprise development* concepts of sustainable development of socio-economic systems.* pillars of sustainable development* determinants of sustainable development 2 The environmental aspect of sustainable development of the enterprise* ecology in the idea of sustainable development of the enterprise* international environmental consensus* environmental barriers to sustainable enterprise development 3. Social aspect of sustainable development of the enterprise* Corporate Social Responsibility (SOB) as a program for pursuing sustainable enterprise development.* Work-Life Balance as a program for a sustainable approach to the management of human resources in the enterprise.* The image aspect of CSR and W-LB. 4 The business aspect of corporate sustainability* enterprise as a subject and tool in the process of sustainable development of socio-economic systems.* areas of basic and auxiliary functions of the enterprise as a space for balancing activities* transactional approach in the process of sustainable development of the enterprise 5 Determinants of enterprise sustainability* the essence of the balance of the enterprise* external and internal balance* areas of balance (material, social and behavioral).* relational approach in the formation of enterprise sustainability and its development 6 Design in corporate sustainability * hard and soft capital in balance * product and service design and organization and development design as a corporate path to subjectivity * corporate self-design 7. Company-Idea concept * corporate sustainability path: from transactivity to relationality * customer as stakeholder * Creating Shared Value (CSV) concept *ESG reporting
Prerequisites and co-requisites	Knowledge of the following subjects:Microeconomics, Science of business, Cognitive perspectives on business, ContemporaryBusiness models, Consumer behavior and market communication, Market behavior ofenterprises.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
examination	51.0%	50.0%
active discussion	51.0%	10.0%
group case study presentation (project)	51.0%	40.0%

Recommended reading	Basic literature	Hausner J., Społeczna czasoprzestrzeń gospodarowania. W kierunku ekonomii wartości, Wydawnictwo Nieoczywiste, Warszawa 2019.

	Supplementary literature	Caslione J.A., Kotler Ph., Chaos. Zarządzanie i marketing w erze turbulencji, MT Biznes, Warszawa 2009. Brzeziński M., Organizacja kreatywna, Wydawnictwo Naukowe PWN, Warszawa 2009. Majecka B., Kształtowanie zachowań warunkujących zrównoważony rozwój przedsiębiorstw, [w:] Zrównoważony rozwój przedsiębiorstwa a relacje z interesariuszami, red. H. Brdulak i T. Gołębiowski, Oficyna Wydawnicza Szkoły Głównej Handlowej w Warszawie, Warszawa 2005. Majecka B., Nowosielski T., Równowaga funkcjonalna przedsiębiorstwa w warunkach nasilającej się prosumpcji [w:] Czynnik ludzki w marketingu, red. A. Rudzewicz i Michalaka J., Uniwersytet Warmińsko-Mazurski w Olsztynie, Olsztyn 2008. Nesterowicz P., Organizacja na krawędzi chaosu. Konkurowanie w warunkach ciągłej zmiany i niepewności, Wydawnictwo Profesjonalnej Szkoły Biznesu, Kraków 2001.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Analysis of measures to achieve sustainability in the operations of selected companies	
Work placement	Not applicable	

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