University of Gdańsk

Subject card

Subject name and code	Corporate Social Responsibility, PG_00199674						
Field of study	International Economic Relations						
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	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Piotr Zientara				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	15.0	0.0	30
	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	30		0.0		20.0	50
Subject objectives	The aim of the course is to familiarize students with the issues of CSR both in theoretical and practical terms.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGMU2_U02] can observe, evaluate and critically analyse the causes and course of processes and phenomena taking place in the open economy; can formulate his/her own opinions on the subject, interpret statistical data and economic indicators necessary in this respect, and also forecast economic processes and phenomena using advanced methods and tools applied in economic sciences	The student is able to evaluate the form and consequences of a socially responsible enterprise's activities, including analyzing non financial reports.	[SU4] test/exam - oral or written
[MSGMU2_U16] independently plans and implements lifelong learning; complements and improves the acquired knowledge and skills; is open to new ideas and techniques; can inspire and organise the learning process for others	The student independently plans and undertakes lifelong learning, supplements and improves acquired knowledge and skills, and understands the need for continuous development and adaptation to the changing environment, particularly in relation to the functioning of socially responsible enterprises. The student is also able to carry out a project task concerning selected CSR-related issues and consult its assumptions and progress with the instructor during consultations and project workshops.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[MSGMU2_K01] is ready to recognise the importance of knowledge of economics in the process of identifying and solving problems in the area of international economic relations and to consult experts in case of difficulties in solving them independently	The student is ready to acknowledge the importance of knowledge in economics in the process of identifying and solving problems in a socially responsible enterprise.	[SK4] test/exam - oral or written
[MSGMU2_W11] has a theoretically grounded knowledge of the key issues of managing a business entity on the national and international market and of selected detailed issues of the international supply chain	The student knows the most important theories of sustainable development and has in-depth knowledge of key issues in managing a company in accordance with CSR principles.	[SW4] test/exam - oral or written
[MSGMU2_U04] can use the acquired knowledge to formulate and solve complex problems related to the operation of economic entities on the international market, with particular emphasis on the European Union market	The student is able to use their knowledge to solve complex problems related to the implementation and adherence to CSR principles in companies operating in the international market. The student is able to prepare a project concerning the implementation of CSR principles in an enterprise and present the results of their work.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[MSGMU2_K06] is ready to independently identify, diagnose and responsibly resolve dilemmas and alternative solutions related to his/her profession and the development of professional achievements	The student is prepared to independently diagnose and resolve dilemmas faced by a socially responsible enterprise.	[SK4] test/exam - oral or written
[MSGMU2_K08] prepares responsibly for his/her work; is able to set priorities and to plan work appropriately considering changing social needs	The student is able to plan work in a socially responsible enterprise.	[SK4] test/exam - oral or written
[MSGMU2_U05] can apply the rules and standards of business activity in order to solve complex and atypical problems arising from international economic cooperation	The student is able to apply CSR rules and standards in business activities. The student is able to apply CSR regulations and standards while carrying out a project concerning business activity.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written

Course outcome	Subject outcome	Method of verification
[MSGMU2_W06] knows and understands the various dilemmas related to globalisation and the formation of contemporary international economic relations	The student knows and understands the essence of corporate social responsibility and its significance in the process of shaping contemporary economic relations.	[SW4] test/exam - oral or written
[MSGMU2_K07] 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, and is professional and loyal towards the employer	The student is prepared to independently resolve ethical dilemmas in a socially responsible enterprise.	[SK4] test/exam - oral or written
[MSGMU2_W09] has a knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market	The student possesses in-depth knowledge of the role of CSR in the functioning of contemporary enterprises in both domestic and international environments.	[SW4] test/exam - oral or written
[MSGMU2_W07] has a knowledge of selected (legal, organisational, ethical) rules and norms conditioning the functioning of economic structures and institutions on the international market; understands the regularities governing them, changes occurring in them and their sources, and their impact on the functioning of economic entities	The student has in-depth knowledge of ethical rules in business that determine the functioning of a socially responsible enterprise in the international market. The student knows the principles of preparing and implementing projects related to corporate social responsibility.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report

Subject contents

Lectures:

Definitions and conceptualizations of CSR

Environmentalism and the concept of sustainable development

Decarbonization, low emissions, biodiversity protectionSocio-psychological theories explaining CSR

Stakeholder theory, business ethicsCSR and human resources management

Treatment of employees, organizational care concept, union representation in the enterprise, gender equality ideaImplementation of CSR in practice

Advanced systems for measuring the company's impact on the natural environment, elimination of the glass ceiling

In order to deepen their understanding of the concepts discussed during lectures, students have the opportunity to attend consultations.

Project:

The group project consists of a critical analysis of CSR (Corporate Social Responsibility) reports prepared by companies operating on domestic or international markets. Students evaluate the companys activities in the field of social responsibility, sustainable development, and stakeholder communication. The project includes the analysis of the report as well as the presentation of conclusions and recommendations during a group presentation. During the implementation of the project, students consult the assumptions, progress, and results of their work with the instructor during additional consultations and project workshops.

<table>
<tr><td>Prerequisites and co-requisites</td><td colspan="3">Knowledge of management theories and fundamentals of enterprise management.</td></tr>
<tr><td>Assessment methods and criteria</td><td colspan="3"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>project</td><td>51.0%</td><td>30.0%</td></tr>
<tr><td>test</td><td>51.0%</td><td>70.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td colspan="2">G. Bartkowiak, Społeczna odpowiedzialność biznesu w aspekcie teoretycznym i empirycznym, Difin, Warszawa 2011.

Ł. Makuch, Normy i standardy społecznej odpowiedzialności biznesu (CSR). Przewodnik po kluczowych standardach społecznej odpowiedzialności biznesu oraz relacjach i współzależnościach pomiędzy nimi zachodzących, Wyższa Szkoła Pedagogiczna, Warszawa 2011.</td></tr>
<tr><td>Supplementary literature</td><td colspan="2">W. Ocieczek, B. Gajdzik, Społeczna odpowiedzialność przedsiębiorstw produkcyjnych, Wydawnictwo Politechniki Śląskiej, Gliwice 2010.

P. Zientara, A. Zamojska, A.M. Nikodemska-Wołowik, CSR, age management and altruism: The role of future time perspective and personal altruistic convictions. Przedsiębiorczość i zarządzanie, 19(10), 2018, 439-454</td></tr>
<tr><td>eResources addresses</td><td colspan="2"></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="3">Using cheap labor in the supply chain.

Ethical dilemmas regarding profit vs. corporate social responsibility in relationships.</td></tr>
<tr><td>Work placement</td><td colspan="3">Not applicable</td></tr>
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