University of Gdańsk

Subject card

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| Subject name and code | Green Business Economics, PG_00199721 | | |
| Field of study | Business and Environmental Technology | | |
| Date of commencement of studies | October 2026 | Academic year of realisation of subject | 2026/2027 |
| Education level | Master's studies | Subject group | Obligatory subject group in the field of study<br>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 | 1 | Language of instruction | Polish |
| Semester of study | 1 | ECTS credits | 4.0 |
| Learning profile | academic | Assessment form | exam |
| Conducting unit | Department of Macroeconomics -> Faculty of Economics -> Rector | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | dr hab. Przemysław Kulawczuk | |
| | Teachers | dr hab. Przemysław Kulawczuk<br>dr Jerzy Podlewski | |

**Lesson types**

| Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
|---|---|---|---|---|---|---|
| Number of study hours | 30.0 | 30.0 | 0.0 | 30.0 | 0.0 | 90 |

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 |
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| Number of study hours | 90 | 0.0 | 10.0 | 100 |

**Subject objectives**

- presentation of legal and organizational forms of operation of ecological enterprises,

- presentation of issues regarding starting a business in the field of ecological business,

- presentation of issues related to business calculations in ecological business,

- familiarization with the issues of functioning of ecological enterprises,

- presentation of key issues in the field of economics of ecological enterprises,

- familiarization with contemporary trends in the development of ecological business,

- building skills in organizing green enterprise.

Learning outcomes

| Course outcome | Subject outcome | Method of verification |
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| [BiTEMU2_U03] independently proposes solutions to a specific economic problem and carries out procedures for making decisions in this area | independently proposes solutions to a specific economic problem in ecological business, besides, student can complete a project task about organizing a green business, the progress of which is discussed during consultations | [SU2] presentation/project/paper/ report<br>[SU4] test/exam - oral or written |
| [BiTEMU2_K04] by participating in the preparation of economic and social projects, he understands the need to reconcile legal, economic, ecological, political and social requirements; has the ability to plan own development, work in teams, take responsibility for actions and formulate opinions. | participates in the preparation of economic and social projects in ecological business | [SK2] presentation/project/paper/ report<br>[SK5] implementation of a problem task |
| [BiTEMU2_W03] has in-depth knowledge of economic processes, phenomena, entities, structures and institutions as well as the detailed principles of their functioning | has in-depth knowledge of processes, phenomena, entities, structures and institutions operating in ecological business | [SW4] test/exam - oral or written<br>[SW2] presentation/project/paper/ report |
| [BiTEMU2_U02] uses in practice various forms and scope of acquired economic knowledge, complementing it with a critical analysis of effectiveness and usefulness | uses in practice various forms and scope of acquired knowledge from ecological business, supplementing it with a critical analysis of effectiveness and usefulness | [SU2] presentation/project/paper/ report<br>[SU5] implementation of a problem task |
| [BiTEMU2_K06] understands the needs of: thinking and acting in an entrepreneurial manner, communicating skillfully with the environment; adapting to new situations and conditions, taking on new challenges of creative thinking, and acquiring resilience to failure | is able to think and act in an entrepreneurial way in ecological business | [SK2] presentation/project/paper/ report<br>[SK5] implementation of a problem task |
| [BiTEMU2_W08] provides an in-depth description of the principles of creating and developing forms of individual entrepreneurship using knowledge from the field of economic sciences | describes the principles of creating and developing forms of individual entrepreneurship in ecological business | [SW4] test/exam - oral or written<br>[SW2] presentation/project/paper/ report |
| [BiTEMU2_W01] provides an in-depth analysis of the relationship between economics and environmental technology, and their place within the social and natural sciences. | describes the relationship between economics and ecological technology, for use in ecological business | [SW4] test/exam - oral or written<br>[SW2] presentation/project/paper/ report |
| [BiTEMU2_W04] has in-depth knowledge of the relationships between economic phenomena, entities, structures and institutions on a micro-, macroeconomic and sectoral scale, both in real and monetary terms | has in-depth knowledge of the relationships between phenomena, entities, structures and economic institutions in ecological business | [SW4] test/exam - oral or written<br>[SW2] presentation/project/paper/ report |
| [BiTEMU2_W02] distinguishes legal and administrative mechanisms and procedures in environmental protection and interprets it in depth manner | distinguishes legal and administrative mechanisms and procedures in ecological business and interprets its international dimension | [SW4] test/exam - oral or written<br>[SW2] presentation/project/paper/ report |
| [BiTEMU2_K03] understands the need to properly set priorities, plan and organize tasks related to their implementation, as well as monitor and evaluate progress | is able to properly define priorities and plan and organize tasks related to their implementation in ecological business | [SK1] oral statement/conversation/ discussion |
| [BiTEMU2_K01] understands the need for lifelong learning, verifies the state of his/her economic knowledge, understands the need to inspire and organize the learning process of others; has the ability to use a foreign language to a degree enabling communication, including for professional purposes (level B2+ or higher) | understands the need for lifelong learning, verifies the state of knowledge in the field of economics of ecological enterprises | [SK2] presentation/project/paper/ report<br>[SK4] test/exam - oral or written |

| | Course outcome | Subject outcome | Method of verification |
|---|---|---|---|
| | [BiTEMU2_U04] independently analyzes economic phenomena and processes, makes a theoretical assessment of these phenomena in selected areas, using an appropriately selected research method | independently analyzes economic phenomena and processes in ecological business | [SU2] presentation/project/paper/ report<br>[SU4] test/exam - oral or written |

Subject contents

Program content

A. Topics of the lecture

1. Introduction to the economics of ecological enterprises

2. Legal and organizational forms of ecological enterprises

3. Business calculations used in ecological business

4. Analysis and management of processes in ecological business

5. Managing people in the enterprise

6. Inventory management

7. Product design

8.Efficiency in the enterprise

9. Plant equipment layouts, location of enterprises

10. Managing the enterprise's potential

11. Basics of the enterprise manager's workshop

12. Working time management

13. The growth path of an ecological enterprise

14. Directions of development of ecological enterprises

The clases cover topics included in the lecture as well as a project assignment involving the simulated organization of a green enterprise or, alternatively, a project assignment related to the development of a green enterprise product.

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| Prerequisites and co-requisites | A. Formal requirementsNoneB. Entry requirementsAbility to think logically and analyze data. Mathematics at the high school level. In learning the content of the subject, the principle of systematicity applies in identifying individual areas of operation of an ecological enterprise, so as to learn the entire sequence of the enterprise's operation. | |
| Assessment methods and criteria | Subject passing criteria: 30% project quality, 30% course activities, 40% final test; the final grade is a weighted average of the component grades | Passing threshold: 51.0% / Percentage of the final grade: 100.0% |
| Recommended reading | Basic literature | List of literature A. Literature required to finally pass the course (pass the exam):A.1. used during classesKowalska M., Misztal A., Ecological development of enterprises, University of Łódź Publishing House, Łódź 2019Maryniak A. Green supply chain management, Poznań University of Economics Publishing House, Poznań 2019Bugdoł M, Stańczyk I., Green people management. Green HRM, Difin, Warsaw 2021Green energy in Poland, collective work edited by D. Niedziółka, CeDeWu, Warsaw 2012 Przedsiębiorstwo. Principles of operation, functioning, development.Collective work edited by J.Żurek F.R.U.G. Gdańsk 2007 Duraj J. Basics of business economics, PWE, Warsaw, 2004 |
| | Supplementary literature | A.2. studied independently by the student<br>Rachunek wyników. Praca zb. pod red. E. Nowaka. DIFIN, Warszawa 2007<br>Schlesinger P. Sathe V., Schlesinger L., Kotter J.: Projektowanie organizacyjne. WN PWN, Warszawa 1999<br>Skrzypek J., Filar E.: Biznesplan. Poltext, Warszawa 2007 B.<br>Literatura uzupełniająca<br>Chodyński A., Przedsiębiorczość ekologiczna a rozwój przedsiębiorstwa, Przegląd Organizacji, nr 2/2009<br>Bień W., Zarządzanie finansami przedsiębiorstwa, Difin, Warszawa 2001<br>Pawlak Z.: Biznesplan. Zastosowania, przykłady. Poltext, Warszawa 2002<br>Kodeks spółek handlowych (KSH), Kodeks Pracy, Ustawodawstwo gospodarcze, finansowe, podatkowe, o rachunkowości itp. |
| | eResources addresses | |

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| Example issues/ example questions/ tasks being completed | A project task related to setting up a green business, covering example topics such as:<br><br>Determining ways to organize ecological business<br><br>Product and process modifications<br><br>Process analysis in ecological business<br><br>Selection of optimal manufacturing methods<br><br>Resource management in the enterprise<br><br>Ways to ensure management efficiency<br><br>Ecological business location |
| Work placement | Not applicable |

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