University of Gdańsk

Subject card

Subject name and code	Green Business Design, PG_00199732		
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 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	2	ECTS credits	5.0
Learning profile	academic	Assessment form	exam
Conducting unit	Department of Macroeconomics -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Andrzej Poszewiecki	
	Teachers	dr Andrzej Poszewiecki dr inż. Joanna Nadolna	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	0.0	45.0	0.0	105
	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	105	0.0	20.0	125

Subject objectives	The aim of the course is to familiarize students with techniques related to planning the creation and development of economic ventures in the field of broadly understood ecology.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[BiTEMU2_W03] has in-depth knowledge of economic processes, phenomena, entities, structures and institutions as well as the detailed principles of their functioning	The student has advanced knowledge of economic structures and institutions, which they apply to planning ecological businesses.	[SW2] presentation/project/paper/ report
[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	The student understands the principles of individual entrepreneurship and applies them to environmentally friendly business activities.	[SW2] presentation/project/paper/ report
[BiTEMU2_U05] is able to give a presentation and independently prepare various specialized written works appropriate for the field studied or in the area on the border of various scientific disciplines, using theoretical approaches, collecting various sources of data, their description and interpretation, and drawing conclusions based on scientific literature and the results of own research work	The student prepares and presents an ecological business concept using interdisciplinary knowledge and research findings.	[SU2] presentation/project/paper/ report
[BiTEMU2_W02] distinguishes legal and administrative mechanisms and procedures in environmental protection and interprets it in depth manner	The student understands legal and administrative procedures related to environmental protection and interprets their application in ecological business.	[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.	The student understands the relationships between economics and ecological technology and applies them in designing business concepts.	[SW2] presentation/project/paper/ report
[BiTEMU2_W07] lists and describes the concepts and principles of protection of industrial property and copyright, the need to manage intellectual property resources and the principles of using patent information resources	The student knows key concepts related to intellectual property protection and manages patent information while developing business concepts.	[SW2] presentation/project/paper/ report
[BiTEMU2_W09] predicts the effects of human interference in the natural environment and analyzes the impact of human activity on the quality of the environment on a local, regional and global scale	The student analyzes the impact of human activity on the environment and incorporates these aspects into ecological business model design.	[SW2] presentation/project/paper/ report
[BiTEMU2_U08] searches, selects and analyzes the literature on environmental sciences, including scientific journals and databases, reading and understanding scientific texts in the native language and English	The student independently searches for and analyzes scientific literature in Polish and English needed for developing an ecological business project.	[SU2] presentation/project/paper/ report
[BiTEMU2_K05] Is aware of the importance of business ethics and corporate social responsibility in professional life and demonstrates a willingness to act with respect for others and the principles of professional loyalty and loyalty to the company, understood as reliable and responsible performance of duties.	The student follows ethical principles and corporate social responsibility in designing environmentally friendly business activities.	[SK2] presentation/project/paper/ report
[BiTEMU2_U09] plans and performs research tasks in the field or laboratory and interprets research results on environmental protection issues	The student plans and conducts field research related to ecological business activities and interprets the results in the context of business design.	[SU2] presentation/project/paper/ report
[BiTEMU2_W06] has in-depth knowledge of views on selected types of economic entities, structures and institutions as well as selected categories of economic ties and their historical evolution	The student has in-depth knowledge of economic structures and institutions and applies this in designing eco-business models.	[SW2] presentation/project/paper/ report

Course outcome	Subject outcome	Method of verification
[BiTEMU2_U02] uses in practice various forms and scope of acquired economic knowledge, complementing it with a critical analysis of effectiveness and usefulness	The student applies economic knowledge to critically evaluate the effectiveness of ecological business models.	[SU2] 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	The student can set priorities and plan activities within ecological projects, while monitoring their implementation. The student consults the project progress during consultations.	[SK2] presentation/project/paper/ report
[BiTEMU2_U03] independently proposes solutions to a specific economic problem and carries out procedures for making decisions in this area	The student independently formulates solutions to economic problems in the context of sustainable development and eco-business design.	[SU2] presentation/project/paper/ report
[BiTEMU2_U07] proposes processes and methods of water treatment, sewage and waste gas treatment, environmental remediation, and waste management used in environmental protection	The student proposes solutions related to water, wastewater, and waste management when designing ecological business concepts.	[SU2] presentation/project/paper/ report
[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)	The student understands the need for lifelong learning and can inspire others in the area of innovation and eco-conscious business design.	[SK2] presentation/project/paper/ report
[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.	The student can reconcile legal, economic, environmental, and social requirements when designing sustainable ventures.	[SK2] presentation/project/paper/ report
[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	The student thinks and acts entrepreneurially, responding flexibly to new challenges in eco-business design.	[SK2] presentation/project/paper/ report

Subject contents

1. The process of planning enterprise activities2. The concept and need for creating a business plan3. Functions and usefulness of a business plan4. Structure of the business plan5. The essence of strategic and marketing analysis of the project6. Financial aspects of the business plan7. Analysis of business plan case studies8. Features of business plans in ecological business9. The role of technique and technology in the business plan10. Business plan as a source of financing11. Business concept drafts

Any questions or concerns related to the course and the topics discussed may be clarified by the student during consultations with the instructor.

Prerequisites and co-requisites

No requirements

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Project	51.0%	100.0%

Recommended reading	Basic literature	Pawlak Z., Biznesplan - zastosowania i przykłady, Wydawnictwo Poltext, Warszawa 2008 Skrzypek J. T., Biznesplan model najlepszych praktyk, Wydawnictwo Poltext, Warszawa 2009
	Supplementary literature	Tokarski A., Tokarski M., Wójcik J., Biznesplan w praktyce, Wydawnictwo CeDeWu, Warszawa 2010
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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