University of Gdańsk

Subject card

Subject name and code	Sustainable Development Strategies - Case Studies, PG_00200116		
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	part-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	Department of Sustainable Market Processes -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Katarzyna Bałandynowicz-Panfil	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	0.0	10.0	0.0	8.0	0.0	18

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	18	0.0	32.0	50

Subject objectives

Providing knowledge on how to implement the principles of corporate social responsibility in enterprise strategies. Case studies will indicate implementation mechanisms towards sustainable development and methods of incorporation of the 3Ps (people, planet, profit).

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGMU2_U09] can innovatively solve problems in the field of international economic relations and the functioning of economic entities on the international market, adapting existing or developing new methods and tools	the student is able to innovatively solve tasks related to the functioning of sustainable economic entities on the international market, adapting existing or developing new methods and tools	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[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 has in-depth knowledge of the sustainable functioning of a modern enterprise, understands the conditions and consequences of decisions made in its structures aimed at sustainable development; the student deepens the knowledge during office houres	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[MSGMU2_K05] is ready to initiate actions in the public interest, inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development and the resulting legal, economic, ecological, political and social requirements	the student is ready to initiate activities for the public interest, inspire and organize projects for the environment and the international business environment, in accordance with the idea of sustainable development, with particular emphasis on the role of economic entities	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
[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 ready to comply with and develop the principles of professional ethics and social responsibility in enterprises and other institutions	[SK1] oral statement/conversation/ discussion
[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 the acquired knowledge to formulate and solve complex problems related to the functioning of business entities on the international market, with particular emphasis on the implementation of sustainable development strategies	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[MSGMU2_W13] has an in-depth knowledge of methods and tools for describing economic phenomena, including data acquisition techniques, which make it possible to describe and analyse economic entities functioning on the international market as well as processes and phenomena occurring in them and between them, and also those supporting decision-making processes	the student knows and understands methods of analysis of economic entities operating on the international market and the processes and phenomena occurring within and between them, as well as supporting decision-making processes towards the implementation of sustainable development strategies	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

Subject contents

1. Introduction to the 3P concept - the Triple Guiding Line in 21st century business

2. Sustainable Business Entrepreneurship - case study

3. Barriers to the implementation of sustainable development principles - overcoming challenges4. Sustainable business based on a strategic mission - case study

Based on the knowledge and skills acquired during the course, the student independently develops th project, making use of project consultations when needed.

<table>
<tr><td>Prerequisites and co-requisites</td><td colspan="3">- basic knowledge of the functioning of enterprises, the impact of the external environment and corporate social responsibility</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>activity</td><td>0.0%</td><td>30.0%</td></tr>
<tr><td>presentation</td><td>0.0%</td><td>30.0%</td></tr>
<tr><td>project</td><td>0.0%</td><td>40.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td colspan="2">1. Czajkowski J., Beck-Krala E., Społeczna odpowiedzialność biznesu w strategicznym zarządzaniu przedsiębiorstwem energetycznym - analiza przypadku, [w:] Rynki, sektory i modele biznesowe w dobie globalizacji, red. N. Iwaszczuk, K. Posłuszny, Wydawnictwo AGH, Kraków 2021.
2. Skuza S. et al., Społeczna odpowiedzialność biznesu w kontekście strategii wybranych spółek posiadających istotne znaczenie dla gospodarki, [w:] Perspektywa ekonomiczna, finansowa i prawna kreowania wartości w gospodarce, red. P. Antonowicz, P. Galiński, P. Pisarewicz, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020.</td></tr>
<tr><td>Supplementary literature</td><td colspan="2">1. Cosenz F. et al., Dynamic business modeling for sustainability: Exploring a system dynamics perspectiveto develop sustaiable business models, "Business Strategy and the Environment", 2020 (29).
2. Stor M., Reconceptualizing Strategic International Human Resource Management in the Pursuit of MNC Sustainable Competitive Advantage , "Zarządzanie zasobami ludzkimi", 2014, issue 6 (101).
3. Galik A.; Bąk M.; Bałandynowicz-Panfil K.; Cirella G.T., Evaluating Labour Market Flexibility Using the TOPSIS Method: Sustainable Industrial Relations, "Sustainability", 2022, 14(1):526; MDPI AG, 2022.</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">The importance of people in the sustainable development of enterprises.Balance of factors as an element of building development based on the 3Ps.</td></tr>
<tr><td>Work placement</td><td colspan="3">Not applicable</td></tr>
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