University of Gdańsk

Subject card

Subject name and code	Theory and Determinants of Corporate Social Responsibility, PG_00200118						
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		4.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Piotr Zientara, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	20.0	0.0	0.0	0.0	0.0	20
	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	20		4.0		76.0	100
Subject objectives	The aim of the course is to familiarize students with the issues of CSR from both theoretical and practical perspectives.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 prepared to acknowledge the importance of economic knowledge in identifying and resolving ethical behavior issues within businesses.	[SK1] oral statement/conversation/ discussion
	[MSGMU2_W06] knows and understands the various dilemmas related to globalisation and the formation of contemporary international economic relations	The student understands what corporate social responsibility is in the context of a globalized socio-economic reality.	[SW4] test/exam - oral or written
	[MSGMU2_U03] can identify and analyse relations between business entities and institutions in their national and international environment	The student is able to use their knowledge to identify the connections between companies operating on an international scale	[SU1] oral statement/conversation/ discussion
	[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 observe, evaluate, and critically analyze the choices made by business managers.	[SU1] oral statement/conversation/ discussion
	[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 ready to responsibly prepare for work and plan their tasks in a socially responsible enterprise.	[SK1] oral statement/conversation/ discussion
	[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 has an in-depth knowledge of responsible business management.	[SW4] 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 ethical aspects of a company's operations 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 an in-depth knowledge of the ethical standards applicable in a company.	[SW4] test/exam - oral or written

Subject contents	
	Definitions and conceptualizations of CSR and related concepts: environmentalism and the idea of sustainable development (decarbonization, low emissions, biodiversity protection).Goals of sustainable development in international initiatives.Social-psychological theories explaining CSR (stakeholder theory, business ethics), CSR and human resource management (employee treatment, organizational care concept, union representation in the enterprise, gender equality idea).Implementation of CSR principles in practice (advanced systems for measuring the impact of a company on the natural environment, elimination of the glass ceiling). Any doubts regarding the discussed issues can be clarified during the consultations.

<table>
<tr><td>Prerequisites and co-requisites</td><td colspan="3"></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>test</td><td>51.0%</td><td>90.0%</td></tr>
<tr><td>activity</td><td>51.0%</td><td>10.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td colspan="2">1. Bugulewicz K., Społeczna odpowiedzialność biznesu, PWE, Warszawa 2017.

2. Kuna-Marszałek A., Buczkowski B., Dorożyński T., Społeczna odpowiedzialność biznesu - studia przypadków firm międzynarodowych, Wydawnictwo Uniwersytetu Łódzkiego, Łódź 2016.</td></tr>
<tr><td>Supplementary literature</td><td colspan="2">1. Wpływ społecznej odpowiedzialności biznesu i etyki biznesu na zarządzanie przedsiębiorstwami, red. P. Kulawczuk, A. Poszewiecki, Fundacja Rozwoju Uniwersytetu Gdańskiego, Gdańsk 2007, (dostępna wersja elektroniczna).

2. Zientara P., Zamojska A., Nikodemska-Wołowik A.M., CSR, age management and altruism: The role of future time perspective and personal altruistic convictions, "Przedsiębiorczość i Zarządzanie", 2018, 19(10), s. 439-454, (dostępna wersja elektroniczna).</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">Cheap labor in the supply chain

Ethical dilemmas of a socially responsible enterprise</td></tr>
<tr><td>Work placement</td><td colspan="3">Not applicable</td></tr>
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