

**Subject card**

<b>Subject name and code</b>	Strategies in Ecological Business, PG_00204716						
<b>Field of study</b>	Business and Environmental Technology						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2027/2028		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	3	<b>ECTS credits</b>			5.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			exam		
<b>Conducting unit</b>	Division of Global Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Tomasz Gutowski				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	15.0	15.0	0.0	15.0	0.0	45
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	45		0.0		80.0	125
<b>Subject objectives</b>	Introducing students to the topics of developing, identifying, implementing, and controlling strategies executed by enterprises						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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.	--	[SK8] observation of student's independent or team work
	[BiTEMU2_U02] uses in practice various forms and scope of acquired economic knowledge, complementing it with a critical analysis of effectiveness and usefulness	--	[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	--	[SK1] oral statement/conversation/discussion
	[BiTEMU2_K02] understands the need to cooperate and work in a group, assuming responsible roles within it	--	[SK8] observation of student's independent or team work
	[BiTEMU2_U04] independently analyzes economic phenomena and processes, makes a theoretical assessment of these phenomena in selected areas, using an appropriately selected research method	--	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[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	--	[SK8] observation of student's independent or team work
	[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	--	[SW1] oral statement/conversation/discussion
	[BiTEMU2_U03] independently proposes solutions to a specific economic problem and carries out procedures for making decisions in this area	--	[SU1] oral statement/conversation/discussion
	[BiTEMU2_W01] provides an in-depth analysis of the relationship between economics and environmental technology, and their place within the social and natural sciences.	--	[SW2] 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	--	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[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	--	[SW1] oral statement/conversation/discussion
Subject contents	--		
Prerequisites and co-requisites	Understanding the principles of business operations		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	25.0%
		51.0%	60.0%
		51.0%	15.0%
Recommended reading	Basic literature	Recommended reading lists (in Polish)	
	Supplementary literature	Recommended reading lists (in Polish)	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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