University of Gdańsk

Subject card

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Subject name and code | Strategies in Ecological Business, PG_00204716 | | | | | | |
| Field of study | Business and Environmental Technology | | | | | | |
| 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<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 | 2 | | Language of instruction | Polish | | | |
| Semester of study | 3 | | ECTS credits | 5.0 | | | |
| Learning profile | academic | | Assessment form | exam | | | |
| Conducting unit | Division of Global Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | dr Tomasz Gutowski | | | | |
| | Teachers | | | | | | |
| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 15.0 | 15.0 | 0.0 | 15.0 | 0.0 | 45 |
| | 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 | 45 | | 0.0 | | 80.0 | 125 |
| Subject objectives | 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. | The student can design and develop socio-economic projects. The student consults the project progress during consultations. | [SK8] observation of student's independent or team work |
| | [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 demonstrates an entrepreneurial attitude, communicates effectively with stakeholders, adapts to changing circumstances, thinks creatively, and assumes responsibility for decisions and actions undertaken. | [SK8] observation of student's independent or team work |
| | [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 can explain the interrelationships between economics and environmental technologies, particularly when carrying out project-based tasks. | [SW2] 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 possesses comprehensive knowledge of interorganizational relationships and interactions at both the microeconomic and macroeconomic levels. | [SU1] oral statement/conversation/ discussion |
| | [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 effectively utilizes the knowledge gained in the field of economics to analyze and solve practical problems. | [SU2] presentation/project/paper/ report |
| | [BiTEMU2_K02] understands the need to cooperate and work in a group, assuming responsible roles within it | The student is able to work collaboratively in a team and undertake various roles with responsibility and accountability. | [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 | The student can analyze economic phenomena and processes and assess them using appropriate research methods and analytical tools. | [SU1] oral statement/conversation/ discussion<br>[SU4] test/exam - oral or written |
| | [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 prioritize, plan, organize, implement, and monitor tasks effectively. | [SK1] oral statement/conversation/ discussion |
| | [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 | The student has extensive knowledge of relationships between organizations on a micro- and macroeconomic scale. | [SW1] oral statement/ conversation/discussion |
| | [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 possesses detailed knowledge of business entities, their organizational structures, modes of operation, and the interrelationships among them. | [SW4] test/exam - oral or written<br>[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 | The student has knowledge of the principles of industrial property protection and copyright law, as well as the principles governing the use of patent information resources. | [SW1] oral statement/ conversation/discussion |

<table>
<tr><td>Subject contents</td><td>A. Lecture topics<br><br>1. The Concept of Strategy and Strategic Management Concepts - Determinants and Principles of a Strategic Management System<br><br>2. The Essence of Planning and Strategic Planning in an Enterprise<br><br>3. Strategic Analysis - as a Tool for Enterprise Development - Strategic Planning Methods<br><br>4. Classification of Applied Strategies: Basic Strategies, Strategies of Organizational Units and Functional Strategies<br><br>5. Environmental Management Strategies in an Enterprise<br><br>6. Environmental Operations as a Basis for Building Competitive Advantage<br><br>7. Strategy Implementation in Eco-Business<br><br>8. Effectiveness of a Strategy Based on Eco-Criteria<br><br>B. Exercise Topics<br><br>1. Functioning and Development of a Modern Enterprise<br><br>2. Vision, Mission, and Goals of an Eco-Business and Eco-Enterprise<br><br>3. Methods for Analyzing an Enterprise's Macroenvironment: Examples of Eco-Enterprises<br><br>4. A Review of Sectoral Analysis Methods in Eco-Business<br><br>5. Strategies Applied in Eco-Business: Examples of Polish Enterprises<br><br>6. Contemporary Management Concepts and Strategic Management</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>Understanding the principles of business operations</td></tr>
<tr><td>Assessment methods and criteria</td><td>
<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>25.0%</td></tr>
<tr><td>project</td><td>51.0%</td><td>60.0%</td></tr>
<tr><td>activity</td><td>51.0%</td><td>15.0%</td></tr>
</table>
</td></tr>
<tr><td>Recommended reading</td><td>
<table>
<tr><td>Basic literature</td><td>Recommended reading lists (in Polish)</td></tr>
<tr><td>Supplementary literature</td><td>Recommended reading lists (in Polish)</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
</table>
</td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td></td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
</table>

Document generated electronically. Does not require a seal or signature.