

Subject card

Subject name and code	Strategies in Ecological Business, PG_00081038						
Field of study	Business and Environmental Technology						
Date of commencement of studies	October 2023	Academic year of realisation of subject				2024/2025	
Education level	Master's studies	Subject group					
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				3.0	
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		dr Tomasz Gutowski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		0.0		0.0	15
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 applies the knowledge acquired in the field of economics	[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	The student applies the knowledge acquired in the field of economics	[SU2] presentation/project/paper/report
	[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 broad knowledge of relationships between organizations at the micro- and macroeconomic scales	[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 has detailed knowledge about economic entities, their structures, ways of functioning, and the connections between them	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[BiTEMU2_W07] lists and describes the basic 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 at an advanced level	The student has knowledge of the principles of industrial property protection and copyright law, as well as the rules for using patent information resources	[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	The student proposes a solution to a given economic problem and makes appropriate decisions regarding it	[SU1] oral statement/conversation/discussion
	[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 is entrepreneurial, communicates effectively with others, adapts to new situations, thinks creatively, and takes responsibility for the decisions made	[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 analyzes economic phenomena and processes, and is able to evaluate these phenomena using appropriate research methods	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[BiTEMU2_K02] understands the need to cooperate and work in a group, assuming responsible roles within it	The student collaborates in a group, taking on various responsible roles	[SK8] observation of student's independent or team work
	[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 collaborates in a group, taking on various responsible roles	[SK1] oral statement/conversation/discussion
	[BiTEMU2_W01] describes the relationship between economics and ecological technology, their place in the system of social and exact sciences at an advanced level	The student describes the relationships between economics and ecological technology, especially when carrying out project tasks	[SW2] presentation/project/paper/report

Subject contents	Concept of Strategy and Concepts of Strategic Management - Determinants and Principles of Strategic Management System Essence of Planning and Strategic Planning in an Enterprise Strategic Analysis - as a Tool for Enterprise Development - Strategic Planning Methods Classification of Applied Strategies: Basic Strategies, Organizational Unit Strategies, Functional Strategies Environmental Management Strategies in an Enterprise Pro-environmental Actions of an Enterprise as the Basis for Building Competitive Advantage Implementation of Strategies in Eco-friendly Business Effectiveness and Efficiency of Strategies Based on Environmental Criteria		
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	identification and evaluation of strategies used by eco-friendly enterprises answer to the question regarding the relationship between the implemented strategy and the company's objectives		
Work placement	Not applicable		

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