

Module description (syllabus): Zrównoważony biznes i CSR

Module title:	Zrównoważony biznes i CSR	ECTS	4
Module title translation:	Sustainable business and CSR		
Module for study direction:	Ekonomia		

Module language: angielski		Study level: 2	
Study cycle: stacjonarne	Module status: kierunkowy - do wyboru	Semester number: 4 semestr letni	
Academic Year from which module description is valid :		2019/2020	Catalogue number: EKR-E-2S-4-29-KF-2019-EN

Person in charge of the module:	Marcin Ratajczak, dr hab.		
Teachers responsible for classes:	Dr hab. Marcin Ratajczak		
Unit responsible for the module:	Instytut Zarządzania		
Faculty in charge:	Wydział Ekonomiczny		
Objectives of the module:	<p>a. Understanding the basic issues related to new ideas for a sustainable business, renewable a also able to survive various circumstances that appear more and more often in unpredictable and turbulent market environment.</p> <p>b. Defining rules for areas becoming more and more appreciated in contemporary enterprises, such as: trust, change, innovation, ecology, virtualization, CSR or values.</p> <p>Lectures The concept of responsible and sustainable business (basic issues and definitions). Basic issues related to Corporate Governance. The concept of socially responsible investment (SRI). The basic principles of building relationships with stakeholders of the company. Voluntary employee and its role in a modern enterprise. Empowerment as part of a responsible business.</p> <p>Classes The most important principles of responsible marketing in the company. What is eco-efficiency (main assumptions). Basic principles for the creation and functioning of a green office and Green IT. Green organization events by modern enterprises.</p>		
Teaching forms and number of hours:	<p>a. lectures - no of hours: full time study: 20, part-time study. 0</p> <p>b. classes - no of hours: full time study: 10, part-time study. 0</p>		
Teaching methods:	discussion, problem solving, consultation with the lecturer, case study, individual student projects, team student projects		
Initial requirements and formal prerequisites:	Not applicable.		
Learning outcomes:	<p>Knowledge - knows and understands:</p> <p>1. Has knowledge of standards and regulating principles functioning of entities managing in the context sustainable development.</p> <p>2. He knows the rules of creation and development various forms of entrepreneurship and various forms of activity social.</p>	<p>Skills - can:</p> <p>3. Can use the basic one theoretical knowledge and acquire data for specific analysis processes and phenomena in the field sustainable development.</p> <p>4. Can analyze properly causes and course of concrete social processes and phenomena, economic and organizational.</p>	<p>Competences - is ready for:</p> <p>5. Can interact and work in team.</p>
Assesment methods:	assessment of the project work (effects: 1,2,3,4,5), assessment of activities during classes (effects: 1,2,3,4,5)		
Formal documentation of the learning outcome:	projects		
Elements of the final grade and their weights:	assessment of the project work - 90%, assessment of activities during classes - 10%		
Place of teaching:	Didactic room.		

Teaching materials (obligatory and additional):

1. Carroll A.B., 2009: Business and Society. Ethics and Stakeholders Management, Ohio.
2. Sethi P.: Dimensions of Corporate Social Responsibility, Californian Management Review, Nr 17 (3), 1979.
3. Green Paper: Promoting Framework for CSR, Brussels 2001.
4. Van Marrewijk M.: Concepts and definitions of CSR and corporate sustainability, Journal of Business Ethics, Nr 44 (2/3), 2003.
5. Waddock S.: Building a new institutional infrastructure for corporate responsibility, Academy of Management Perspectives, Nr 22 (3), 2008.

Remarks:
lw

Quantitative indicators describing the module:

Estimated total number of student work hours (contact and own work) necessary to achieve the learning outcomes assumed for the module - on this basis, complete the ECTS field:	90/0
The total number of ECTS points which the student receives in module requiring direct participation of academic teachers or other persons:	1.8/0 ECTS

Table of compliance of the directional learning outcomes with the effects of the module

Outcome category	Learning outcomes for module:	Reference to effects for the study program for the direction of study	The impact of classes on the directional effect*)
Knowledge	1. Has knowledge of standards and regulating principles functioning of entities managing in the context sustainable development.	EK2_KW01	2
	2. He knows the rules of creation and development various forms of entrepreneurship and various forms of activity social.	EK2_KW06	2
Skills	3. Can use the basic one theoretical knowledge and acquire data for specific analysis processes and phenomena in the field sustainable development.	EK2_KU01	2
	4. Can analyze properly causes and course of concrete social processes and phenomena, economic and organizational.	EK2_KU02	2
Competences	5. Can interact and work in team.	EK2_KK02	2

*) 3 - advanced and detailed, 2 - significant, 1 - basic