



Subject card

Subject name and code	Corporate Social Responsibility, PG_00037908						
Field of study	Management, Management						
Date of commencement of studies	February 2023		Academic year of realisation of subject		2023/2024		
Education level	second-cycle studies		Subject group		Obligatory subject group in the field of study Humanistic-social 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		1.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Social Sciences and Philosophy -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Jakub Gużyński				
	Teachers		dr Jakub Gużyński				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	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		1.0		9.0	25
Subject objectives	The aim is to equip students with adequate knowledge of the essence of CSR and the ability to apply this knowledge in carrying out in companies and organizations.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_W10] has an in-depth knowledge in the area of organizational, professional, moral and ethical regulations of economic organizations and institutions		Student define such notions as responsibility, sustainable development.		[SU3] Assessment of ability to use knowledge gained from the subject		
	[K7_K04] acts in accordance with the principles of building relations and managing processes and projects, organizing them for the benefit of the company and anticipating the consequences of decisions made		They explain the significance of responsible behaviour in business life		[SU4] Assessment of ability to use methods and tools		
	[K7_U71] is able to apply knowledge from humanistic, social, economic or legal sciences in order to solve problems		Student explain the significance of reliable behaviour in business life and violating ethical norms in numerous business activities		[SU5] Assessment of ability to present the results of task		
	[K7_K71] is able to explain the need to apply knowledge from humanistic, social, economic or legal sciences in order to function in a social environment		Students define the notions of ethics, morality, ethical value, ethical norm		[SK5] Assessment of ability to solve problems that arise in practice		
Subject contents	1. Social corporate responsibility: basic definitions, history of the concept, trends. 2. Ethical and political dimentions of economic activity. 3. Sustainable development: social, economic, and environmental aspects. 4. Measurement of success: Environmental Assesment and macroeconomic indicators. 5. Environmental Management: Creating Shared Value. 6. Problems, challenges, and criticism of CSR. 7. Case studies.						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Final test	50.0%	60.0%
	Case study	50.0%	40.0%
Recommended reading	Basic literature	Joanna Bąk, Environmental engineering: Zarządzanie środowiskiem i zarządzanie środowiskowe, PK 2021. Ewa Bińczyk, Retoryka i marazm antropocenu, PWN 2018 Jason Hickel, Mniej znaczy lepiej: O tym jak odejście od wzrostu gospodarczego ocali świat, Karakter 2021. Tim Jackson, Dobrobyt bez wzrostu, WN UMK 2015 Mariusz Trzaskowski, Tworzenie wspólnej wartości jako nowe podejście do konkurencyjności firmy, "Praktyczna Teoria" 4, 2012.	
	Supplementary literature	Michael E. Porter, Mark R. Kramer., Creating Shared Value, Harvard Business Review, January-February 2011. Michael Redclift, Delyse Springett (red.), Routledge International Handbook of Sustainable Development, Routledge 2015.	
	eResources addresses	Adresy na platformie eNauczanie: Społeczna odpowiedzialność biznesu - Moodle ID: 35806 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=35806	
Example issues/ example questions/ tasks being completed	What is sustainable development? Explain the difference between CSR and CSV. List CSR standards		
Work placement	Not applicable		