



Subject card

Subject name and code	CORPORATE SOCIAL RESPONSIBILITY, PG_00060718						
Field of study	Economic Analytics						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2024/2025		
Education level	second-cycle studies		Subject group		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	4		ECTS credits		1.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Philosophy and Science Methodology -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Ewa Hope, doc. PG				
	Teachers		dr Ewa Hope, doc. PG				
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		5.0		5.0	25
Subject objectives	Shows care for shaping his organization as socially responsible, taking care of his own development as well as that of his employees						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_K03] demonstrates the ability to identify ethical dilemmas and identify and evaluate alternative courses of action		identifies ethical dilemmas related to sustainable development, correctly choosing the directions of the organization's activities		[SK5] Assessment of ability to solve problems that arise in practice		
	[K7_U06] develops his potential using his own initiative and experience, taking personal responsibility for pursuing his goals and increasing the opportunities for personal development as well as for his co-workers		develops its potential in the field of responsible business, creating opportunities for the development of its associates		[SU3] Assessment of ability to use knowledge gained from the subject		
Subject contents	CSR definition and essence, systemic thinking in the view of the organization. History of CSR Commitments to stakeholder groups EU documents concerning the concept of CSR. The idea of sustainable development Ethics in the workplace - Codes of professional ethics and ethical programs. Employee volunteering. CSR and philanthropy. corporate foundations CSR norms and standards - duties and benefits. Social reporting based on GRI standards Social Responsibility Investment (SRI) Organizations small and large - how do small companies do it? Differences between PR and CSR - the role of PR in the implementation of CSR programs. The idea of social dialogue in CSR. The role of public opinion in the effective implementation of CSR programs. The role of government agencies in the implementation of CSR ideas by enterprises and organizations CSR practices in Europe and in Poland - analysis of examples						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Test		60.0%		70.0%		
	Activity in classes		60.0%		30.0%		

Recommended reading	Basic literature	<p>Więcej niż zysk, red. B.Rok, Odpowiedzialny biznes, Warszawa 2001</p> <p>Społeczna odpowiedzialność biznesu , J.Filek, Księgarnia Akademicka Kraków 2013</p> <p>Firma zrównoważonego rozwoju, Ch.Laszlo, Warszawa 2008</p> <p>Etyka menedżera-społeczna odpowiedzialność biznesu, M.Rybak, PWN, Warszawa 2004</p> <p>www.odpowiedzialnybiznes.pl</p>
	Supplementary literature	<p>Business ethics and Corporate Social Responsibility P.Griseri, N.Seppala CENGAGE Learning 2010</p> <p>In good company.Rajak, StanfordUniversity Press, 2011</p>
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	<p>Responsible business is</p> <p>Please name two stock indexes indexing socially responsible companies</p> <p>Please name three EU documents regulating CSR</p>	
Work placement	Not applicable	

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