



JAGIELLONIAN  
UNIVERSITY  
IN KRAKÓW

## Corporate Social Responsibility

### Educational subject description sheet

#### Basic information

<b>Field of study</b> Joint Bachelor in Sustainability		<b>Education cycle</b> 2025/26	
<b>Speciality</b> Economics, Management & Engineering		<b>Subject code</b> UJ.WPAJBSEMES.8100.02370.25	
<b>Organizational unit</b> Faculty of Law and Administration		<b>Lecture languages</b> english	
<b>Study level</b> first cycle (joint degree programme)		<b>Subject related to scientific research</b> Yes	
<b>Study form</b> full-time degree programme		<b>Disciplines</b> Management science and quality	
<b>Education profile</b> General academic		<b>ISCED classification</b> 0311 Economics	
<b>Mandatory</b> obligatory		<b>USOS code</b>	
<b>Subject coordinator</b>	Piotr Szwedo		
<b>Lecturer</b>	Ingrid Molderez		
<b>Period</b> Semester 5	<b>Examination</b> exam	<b>Number of ECTS points</b> 5.0	
	<b>Activities and hours</b> Lecture: 44		

#### Goals

C1	The aim of the course is to empower students with knowledge and skills to allow them to assess and suggest recommendations for responsible business practices that create a positive impact for all the involved stakeholders.
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## Subject's learning outcomes

Code	Outcomes in terms of	Effects	Examination methods
<b>Knowledge - Student knows and understands:</b>			
W1	the sustainable dimensions of business economics concepts and theories and how they relate to environmental, welfare and sustainability problems.	JBS_K1_W01, JBS_K1_W03, JBS_K1_W04, JBS_K1_W07	written exam, essay, presentation
W2	the critical importance of each relevant management domain for an organisation transgressing towards sustainability.	JBS_K1_W01, JBS_K1_W03, JBS_K1_W04, JBS_K1_W07	written exam, essay, presentation
<b>Skills - Student can:</b>			
U1	analyse the economic, ecological and social aspects of the environment in which an organisation is active and estimates the influence of these factors on the sustainability of the organisation.	JBS_K1_U01, JBS_K1_U04	written exam, essay, presentation
U2	estimate the impact of business operations on various stakeholders and society.	JBS_K1_U04	written exam, essay, presentation
U3	suggest changes for the functioning of organisations in relation to society and its stakeholders.	JBS_K1_U04	written exam, essay, presentation
<b>Social competences - Student is ready for:</b>			
K1	to deal in a constructive way with various opinions and cultures while studying societal challenges.	JBS_K1_K04	essay, presentation
K2	to reflect on business and economic thinking and behaviour from a sustainable point of view.	JBS_K1_K03, JBS_K1_K04	written exam, essay, presentation

## Calculation of ECTS points

Activity form	Activity hours*
Lecture	44
preparation of a multimedia presentation	15
essay preparation	15
preparation for the exam	30
preparation for classes	40
<b>Student workload</b>	<b>Hours</b> 144
	<b>ECTS</b> 5.0

\* hour means 45 minutes

## Study content

No.	Course content	Subject's learning outcomes
1.	Societal challenges, wicked problems and different ways of dealing with them.	W1, U1, U2, U3, K1, K2
2.	Value frameworks and how to activate values that are necessary for sustainability goals.	W1, W2, U1, U2, U3, K1, K2
3.	The different facets of sustainability reporting: how true cost accounting and social impact are integrated in sustainability reporting, how effective it is as an instrument to create trust and accountability and the role of the European Union in making it mandatory	W1, W2, U1, U2, U3, K1, K2
4.	The basic principles of sustainable finance as a way to shape a different society and the role of shareholder activism.	W1, W2, U1, U2, U3, K1, K2
5.	A reflection on alternative business models in the context of social impact.	W1, W2, U1, U2, U3, K1, K2
6.	A perspective on the operations of an organization based on a sustainable supply chain framework.	W1, W2, U1, U2, U3, K1, K2
7.	The role of emergent economies in providing the necessary resources for sustainable transitions.	W1, W2, U1, U2, U3, K1, K2
8.	An analysis of key concepts of sustainable marketing such as the different layers of price, the role of place, ecolabels, social marketing, cause-related marketing and greenwashing.	W1, W2, U1, U2, U3, K1, K2
9.	An overview of different sustainability strategies and how mega societal risks influence its formulation.	W1, W2, U1, U2, U3, K1, K2
10.	Ways of building a sustainable culture within an organisation.	W1, W2, U1, U2, U3, K1, K2
11.	Sustainable Study Tour	W1, W2, U1, U2, U3, K1, K2
12.	Presentation by the students and conclusion	W1, W2, U1, U2, U3, K1, K2

## Course advanced

### Teaching methods :

project method, conversation lecture, gamification

Activities	Examination methods	Credit conditions
Lecture	written exam, essay, presentation	Written exam, active participation (including the submission of a group paper and presentation)

## Entry requirements

None

## Literature

### Obligatory

1. Cases, video material and academic articles that will be distributed in advance.

## Effects

Code	Content
JBS_K1_K03	The graduate can consider different visions of the future and develop own evidence-based opinions in reference to the balance of values linked to economic development, social welfare, and environmental protection.
JBS_K1_K04	The graduate can critically assess and verbalize own competencies and skills related to different aspects of sustainability as well as their need for development.
JBS_K1_U01	The graduate can critically analyse academic literature, formulate research questions and conduct research under supervision.
JBS_K1_U04	The graduate can plan and effectuate simple sustainability-related projects under supervision and in the context of personal lifelong learning, both individually and in a team, using appropriate transversal skills and taking shared responsibility for the outcome.
JBS_K1_W01	The graduate can describe the concept of sustainability and recognize the differences in relevant definitions, models and approaches.
JBS_K1_W03	The graduate can give examples of sustainability-related dilemmas and hypothesize on the optimal course of action.
JBS_K1_W04	The graduate can identify sustainability-related problems specific to selected cultural, geographical, and political contexts.
JBS_K1_W07	The graduate can apply the theory and methodology of disciplines included in the selected specialisation track to sustainability-related problems, taking into consideration practical limitations such as protection of intellectual property.