

<b>WSB University WZ CIESZYN</b>			
<b>Field of study: MANAGEMENT</b>			
<b>Specialization: Corporate social responsibility</b>			
<b>Educational profile: PRACTICAL</b>			
<b>Education level: II-cycle studies</b>			
Number of hours per semester	1		2
	I	II	IV
Full -time studies (L/C/lab/pr/e)*			<b>26C/30pr</b>
Part-time studies (L/C/lab/pr/e)*			<b>14C/30pr</b>
<b>LECTURER</b>			
<b>FORM</b>	Classes, project		
<b>COURSE OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Understanding the relationship between business development and broader development processes.</li> <li>• Becoming acquainted with the content of corporate social responsibility.</li> <li>• Ethical and market connotations of corporate social responsibility.</li> </ul>		
Course-related learning outcome		Description of learning outcomes	Verification of learning outcomes
Learning outcome	PQF		
<b>KNOWLEDGE</b>			
Z2_W03	P7S_WK	The student has a deeper knowledge of modern concepts and tools of cooperation and competition between economic systems and enterprises in the field of CSR	tasks, project
Z2_W04	P7S_WK	The student has a deeper knowledge of the concept of sustainable economic development using CSR	tasks, project
Z2_W05	P7S_WK	The student knows well and understands the importance of corporate social responsibility and indicates its manifestations in management systems	tasks, project
Z2_W09	P7S_WG	The student knows methods and systems supporting decision making processes in conditions of risk and uncertainty, group decisions and multi-faceted decisions using the CSR concept	tasks, project
Z2_W10	P7S_WG	The student knows, at an advanced level, the concepts of enterprise management using CSR	tasks, project
Z2_W11	P7S_WG	The student has an advanced knowledge of strategic management including the knowledge of restructuring processes and strategic renewal of an organization, strategy of changes in the enterprise, taking into account CSR aspects	tasks, project
<b>SKILLS</b>			
Z2_U01	P7S_UW	Taking into account CSR aspects, the student can observe phenomena and processes in the organization as well as analyze and interpret them using advanced theoretical approaches and research paradigms	group work using available platforms
Z2_U02	P7S_UW	Taking into account CSR aspects, the student can choose appropriate methods and tools to describe and analyze the problems and areas of the organization activity and its environment, as well as assess their usefulness and effectiveness, including formulating and testing hypotheses related to simple research problems in the field of management	group work using available platforms

Z2_U03	P7S_UW	Taking into account CSR aspects, the student has the ability to identify and formulate (structure) research problems, obtain relevant information for verification, assess, critically analyze, synthesize, and interpret this information creatively, enabling the analysis of complex problems, processes and events on the scale of the organization, national economy, as well as on a global scale	group work using available platforms
Z2_U06	P7S_UO	Taking CSR aspects into account, the student can manage teamwork using norms and standards in the processes of planning, organizing, motivating and controlling at an integrated level	group work using available platforms
Z2_U08	P7S_UW	Taking CSR aspects into account, the student can integrate knowledge from various fields in order to create innovative solutions to problems	group work using available platforms
Z2_U09 Z2_U15	P7S_UW	Taking into consideration the aspects of CSR, the student has the ability to design changes in the organization and manage the change; the student is able to identify sources of resistance to change and develop plans for their neutralization	group work using available platforms
Z2_U10	P7S_UU	Taking into account CSR aspects, the student is able to independently plan his professional development and implement his own lifelong learning, use modern self-study tools to inspire and organize the learning process of other people, also those who are not specialists in organization and management	group work using available platforms
Z2_U11	P7S_UO	Taking into account CSR aspects, as part of teamwork, the student is able to cooperate with employees in the design and implementation of incentive systems in the organization, taking on leadership	group work using available platforms
Z2_U12 Z2_U16	P7S_UK	Taking into account CSR aspects, in a debate the student can express opinions in a precise and coherent way about selected problems of modern management and its impact on the economy, using various theoretical approaches, personal observations and views and present them in a way that is understandable to various target audiences	group work using available platforms
<b>SOCIAL COMPETENCES</b>			
Z2_K01	P7S_KK	The student is ready to make a critical assessment of various opinions in the field of management, recognize the role of knowledge in solving cognitive problems, and to use expert opinions to solve difficult problems in the field of CSR	discussion
Z2_K02	P7S_KR	The student is ready to perform work duties responsibly, is able to set priorities in professional development, at the same time taking care of maintaining the ethos of the managerial profession and aspects of CSR	discussion
Z2_K03	P7S_KR	The student is ready to comply with and promote the concept of CSR, ethical attitudes and social sensitivity within the framework of appointed organizational and social roles, taking into account the changing social needs	discussion
Z2_K06	P7S_KO	The student is ready to act for the public interest while respecting the principles of corporate social responsibility and sustainable development.	discussion

<b>Student's own workload (in didactic hours 1h did.= 45 minutes)**</b>	
<p><b>Full- time</b>  Participation in lectures =  Participation in classes = 26  Preparation for classes = 8  Preparation for lectures =  Preparation for the course credit/examination = 28  calculating CSR indicators  Project tasks = 30  e-learning =  Credit/examination = 2  others (office hours) = 4  <b>TOTAL:100</b>  <b>ECTS points: 4</b>  <b>including courses that help to develop practical skills: 4</b></p>	<p><b>Part- time</b>  Participation in lectures =  Participation in classes = 14  Preparation for classes = 10  Preparation for lectures = 15  Preparation for the course credit/examination = 26  calculating CSR indicators  Project tasks = 30  e-learning =  Credit/examination = 2  others (office hours) = 3  <b>TOTAL:100</b>  <b>ECTS points: 4</b>  <b>including courses that help to develop practical skills: 4</b></p>
<b>PREREQUISITES</b>	None
<b>COURSE CONTENT (Division into contact hours and e-learning)</b>	<p>Contact hours:</p> <ul style="list-style-type: none"> <li>▪ corporate social responsibility (CSR) – the concept,</li> <li>▪ CSR dimensions,</li> <li>▪ CSR in relations with employees,</li> <li>▪ CSR in relations with natural environment,</li> <li>▪ CSR in relations with a local community,</li> <li>▪ market aspects of CSR,</li> <li>▪ CSR projects,</li> <li>▪ CSR indicators.</li> </ul> <p>e-learning: not applicable</p>
<b>LITERATURE (compulsory reading)</b>	<ul style="list-style-type: none"> <li>• Sanford C., The Responsible Business: Reimagining Sustainability and Success, Jossey-Bass, 2011.</li> <li>• Champniss G., Rodes Vila F., Valued B., How socially valued brands hold the key to a sustainable future and business success, Wiley 2011.</li> <li>• Gasparski W., Biznes, etyka, odpowiedzialność, Wydawnictwo Naukowe PWN, Warszawa 2012.</li> <li>• Rybak M., Etyka menedżera - społeczna odpowiedzialność przedsiębiorstwa, Wydawnictwo Naukowe PWN, Warszawa 2020.</li> </ul>
<b>OPTIONAL LITERATURE</b>	<ul style="list-style-type: none"> <li>• Śnieżek E., Raportowanie informacji o społecznej odpowiedzialności biznesu, Wydawnictwo Uniwersytetu Łódzkiego, Łódź 2017.</li> <li>• Żychlewicz M., Społeczna odpowiedzialność biznesu jako strategia prowadzenia działalności polskich przedsiębiorstw, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, 2015.</li> <li>• Buglewicz K., Społeczna odpowiedzialność biznesu, Wydawnictwo PWE, Warszawa 2018.</li> <li>• Gadomska-Lila K., Społeczna odpowiedzialność biznesu wobec pracowników, Akademia Leona Koźmińskiego, 2012.</li> <li>• Surma J., Business Intelligence : systemy wspomagania decyzji biznesowych, Wydawnictwo Naukowe PWN 2020.</li> </ul>
<b>SCIENTIFIC PUBLICATIONS OF LECTURERS CONDUCTING CLASSES RELATED TO THE SUBJECT</b>	<ul style="list-style-type: none"> <li>• Andrzej Klasik, Krzysztof Wrana, Marcin Budzioski „Procesy adaptacyjne i modernizacyjne w chorzowskich firmach. Raport z badań ankietowych”, GWSP, Chorzów 2010.</li> <li>• Agnieszka Brożkowska, Krzysztof Wrana „Małe i średnie firmy na rynkach międzynarodowych. Możliwości działalności na rynkach: Polski, Grecji, Hiszpanii i Włoch. Small and medium enterprises on international markets. Opportunities for development of operation on: Polish, Greek, Spanish and Italian markets (268 s.), CTC Polska, Opole 2008.</li> <li>• K. Wrana "Strategia rozwoju współpracy urzędów pracy z pracodawcami" (47 s.), CTC</li> </ul>

<b>MATTER OF THE MODULE</b>	<p>Polska, Opole 2008.</p> <ul style="list-style-type: none"> <li>• K. Wrana „Aspekty metodologiczne w badaniu relacji przedsiębiorczość i konkurencyjność a rozwój regionalny” (współautor) w: Przedsiębiorczy i konkurencyjny region w teorii i polityce rozwoju regionalnego, praca zb. pod red. A. Klasika, biuletyn KPZK PAN, zeszyt 128, Warszawa 2005.</li> </ul>
<b>TEACHING METHODS</b>	<p>Contact hours:</p> <ul style="list-style-type: none"> <li>• tasks,</li> <li>• case studies,</li> <li>• consultation on the tasks and project,</li> <li>• group work using available platforms</li> </ul> <p>e-learning: not applicable</p>
<b>TEACHING AIDS</b>	<ul style="list-style-type: none"> <li>• computer</li> <li>• multimedia projector</li> </ul>
<b>PROJECT (if implemented in the framework of the course module)</b>	<p>Project aim: analysis of business interest in CSR issues, identification of CSR implementation possibilities, development of a concept for CSR implementation in a selected company including goals, directions and tools).</p> <p>Project topic: Shaping corporate social responsibility in a selected company.</p> <p>Project form: report prepared according to the established structure, with analytical attachments</p>
<b>FORM AND CONDITIONS OF ASSESSMENT</b>	<ul style="list-style-type: none"> <li>• tasks performed in class</li> <li>• project work: <ul style="list-style-type: none"> <li>– individual work and group work</li> </ul> </li> </ul>