



## DESCRIPTION OF THE OBJECT

<b>FIELD OF STUDY</b>	<b>Management</b>
<b>SPECIALISATION</b>	Business management
<b>MODE OF STUDY</b>	Full-time studies / Part-time studies
<b>SEMESTER</b>	5

<b>Name of the subject</b>	<b>Employer social responsibility</b>
<b>Hourly dimension of particular forms of classes</b>	Full-time studies – 30 Part-time studies – 18
	• <b>lectures</b> Full-time studies – 10 Part-time studies – 8
	• <b>other forms</b> Full-time studies – 20 Part-time studies – 10

<b>Learning objectives:</b>	The main objective of the course is to familiarise students with the concept of corporate social responsibility (CSR), and to develop together with the participants CSR standards reflected in Polish (European) realities and based on the regularities of economic life at the beginning of the 21st century. In the course of the course, the student will become acquainted with a systematically increasing number of new, significant variables determining the environment of enterprises, such as the need to protect the environment, or the pressure on lower and lower production costs; the student should come to the conclusion that such activities often lead to the violation of fundamental human rights - CSR is an answer to the need to redefine the concept of success in business.
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<b>Learning outcomes for the subject</b>	
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<b>Number</b>	<b>Learning outcomes, a student who has successfully completed the course will be able to:</b>	<b>Reference of learning outcomes for the programme</b>	<b>The reference to the learning outcomes for the area</b>
<b>EK_W01</b>	identify aspects of the social dimension of corporate responsibility,	K_W03	P6S_WG
<b>EK_W02</b>	identify moral values and everyday business practice	K_W04	P6S_WG
<b>EK_U03</b>	Independently analyses factors in the process of making business decisions,	K_U05	P6S_UW
<b>EK_U04</b>	independently analyses the instruments which enable managers to navigate in the network of interdependencies, intersectoral partnerships and dialogue with stakeholders	K_U07 K_U15	P6S_UW P6S_UU
<b>EK_K05</b>	knows how to participate in the work of a group preparing market strategies.	K_K06	P6S_KO

Content number	Educational/ curricular content	Reference to learning outcomes for the subject
	<b>Lectures</b>	
T_01	CSR – European Commission definition	EK_W01 EK_W02
T_02	Aspects of the social dimension of corporate responsibility: <ul style="list-style-type: none"> <li>– Internal: Human Resources, Health &amp; Safety, LLL;</li> <li>– external: the company's place in local structures;</li> <li>– Global: the company's place in global structures,</li> <li>– human rights and other global issues.</li> </ul>	EK_W01 EK_W02
T_03	Globalising markets and the formation of entrepreneurial attitudes in young people.	EK_W01 EK_W02
T_04	Market strategies - assumptions, history, future.	EK_W01 EK_W02
T_05	Models for guiding people towards social responsibility: <ul style="list-style-type: none"> <li>– employee participation in management.</li> <li>– Shaping the Human Resource Flow.</li> <li>– labour and remuneration systems.</li> <li>– methods of integrating human resource management.</li> <li>– (Business, social and cultural conditions).</li> </ul>	EK_W01 EK_W02
T_06	Moral values and everyday economic practice.	EK_W01 EK_W02
T_07	Responsible Business Forum (RBF) - promotion, education, analysis.	EK_W01 EK_W02
T_08	Stimulating initiatives CSR	EK_W01 EK_W02
	<b>Exercises</b>	
T_09	Company case studies	EK_U03 EK_U04 EK_K05

Methods and forms of teaching	Educational and curricular content
Lecture with multimedia presentation of selected issues	
Conversation lecture	T_01 – T_08
Problem-based lecture	
Informative lecture	
Discussion	
Working with text	
Case study method	T_09
Problem-based learning	
Didactic/simulation game	
Exercise method	
Workshop method	
Project method	

Multimedia presentation	
Audio and/or video demonstrations	
Activation methods (e.g. brainstorming, SWOT analysis technique, decision tree technique, „snowball” method, constructing „mind maps”)	
Other (which ones?) - ...	
...	

Evaluation criteria in relation to particular learning outcomes				
Learning outcome	For assessment 2	For assessment 3	For assessment 4	For assessment 5
EK_W01	The student is unable to identify aspects of the social dimension of corporate responsibility,	The student is able to identify aspects of the social dimension of corporate responsibility,	The student is able to identify aspects of the social dimension of corporate responsibility to a good extent.	The student is able to identify aspects of the social dimension of corporate responsibility to a very good extent.
EK_W02	The student is unable to identify moral values in everyday business practice.	The student is able to identify moral values in everyday business practice.	The student is able to identify moral values in everyday business practice to a good extent.	The student is able to identify moral values in everyday business practice to a very good level.
EK_U03	The student is not able to independently analyse factors in the process of making business decisions,	The student is able to independently analyse factors in the process of making business decisions,	The student is able to independently analyse factors in the process of making business decisions to a good extent.	The student is able to independently analyse factors in the process of making business decisions to a very good extent.
EK_U04	The student is not able to independently analyse the instruments that allow managers to navigate in a network of interdependencies, intersectoral partnerships or dialogue with stakeholders	The student is able to independently analyse the instruments that allow managers to navigate in a network of interdependencies, intersectoral partnerships or dialogue with stakeholders.	The student is not able to independently analyse the instruments which enable managers to navigate in the network of interdependencies, intersectoral partnerships or dialogue with stakeholders to a good extent.	The student is not able to independently analyse the instruments which enable managers to navigate in the network of interdependencies, intersectoral partnerships or dialogue with stakeholders to a very good extent.
EK_K05	The student does not know how to participate in a group preparing market strategies.	The student is able to participate in a group preparing market strategies.	The student is able to participate in the work of a group preparing market strategies to a good extent.	The student is able to participate in the work of a group preparing market strategies to a very good extent.

Verification of learning outcomes	EK symbols for the module/subject				
	W01	W02	U03	U04	K05
Written examination					
Oral examination					
Written credit	X	X	X	X	X

Oral credit					
Written colloquium					
Oral colloquium					
Test					
Project					
Written work					
Report					
Multimedia presentation					
Work during exercise	X	X	X	X	X
Other (which?) -					

Hourly teaching load and student workload	Full-time studies	Part-time studies
1. Lectures (joint participation of academics and students)	10	8
2. Other forms (joint participation of academic staff and students)	20	10
3. Consultation with the teacher	-	-
<b>Total 1+2+3</b>	<b>30</b>	<b>18</b>
4. Internships (carried out by students on their own)	—	—
5. Student's own work (including homework and project work, preparation for a credit/exam)	20	32
<b>Total 4+5</b>	<b>20</b>	<b>32</b>
<b>SUMMARY 1+2+3+4+5</b>	<b>50</b>	<b>50</b>
<b>Total ECTS credits according to the study plan</b>	<b>2</b>	

<b>Reference literature</b>	<ol style="list-style-type: none"> <li>1. Augustyniak Sz., Kuraszko I., <i>15 polskich przykładów społecznej odpowiedzialności biznesu</i>, Wydawnictwo FOB</li> <li>2. Robbins S., <i>Zasady zachowania w organizacji</i>, Wydawnictwo Zys i S-ka, 2001</li> <li>3. Żemigala M., <i>Spoleczna odpowiedzialność przedsiębiorstwa. Budowanie zdrowej, efektywnej organizacji</i>, Wolters Kluwer Business, Warszawa 2001</li> </ol>
<b>Complementary literature</b>	<ol style="list-style-type: none"> <li>1. Bloom W., <i>Pieniądze, serce i umysł</i>, Wydawnictwo Jacek Santorski, 1995</li> <li>2. Hofstede G., Hofstede G.J., <i>Kultury i organizacje</i>, Polskie Wydawnictwo Ekonomiczne, 2007</li> <li>3. Rybak M., <i>Etyka menedżera – społeczna odpowiedzialność przedsiębiorstwa</i>, PWN, Warszawa 2004.</li> <li>4. Sieradzki A., <i>Vademecum managera</i>, Wydawnictwo Astrum, 1997</li> <li>5. <i>Spoleczna odpowiedzialność biznesu a bezpieczeństwo i higiena pracy</i>, Europejska Agencja Bezpieczeństwa i Zdrowia w Pracy, 2006</li> </ol>