



### COURSE SPECIFICATION

Course code	full-time studies	<b>Z-ZB-E-408b</b>
	part-time studies	-
Course title in English	<b>Corporate Social Responsibility</b>	
Course title in Polish	<b>Spółeczna odpowiedzialność biznesu</b>	
Valid from academic year	<b>2025/2026</b>	

### PLACEMENT IN THE TEACHING PROGRAM

Programme of study	<b>BUSINESS MANAGMENT</b>
Level of education	<b>1<sup>st</sup> degree</b>
Studies profile	<b>academic</b>
Form and mode of study	<b>full-time programme</b>
Scope	<b>all</b>
Academic unit responsible for the course	<b>Department of Management and Organization</b>
Course coordinator	<b>dr Anna Sołtys</b>
Approved by	<b>dr hab. inż. Dariusz Bojczuk, prof. uczelni</b>

### GENERAL CHARACTERISTIC OF THE COURSE

Teaching block		<b>Directional subject</b>
Course status		<b>Elective</b>
Language of instruction		<b>English</b>
Semester of delivery	full-time studies	<b>Semester IV</b>
	part-time-studies	-
Prerequisites		<b>NO</b>
Exam (YES/NO)		<b>NO</b>
ECTS		<b>1</b>

Method of conducting classes		lecture	classes	laboratory	project	other
Number of hours per semester	full-time	<b>15</b>				
	part-time					



### LEARNING OUTCOMES

Category	Outcome code	Course learning outcomes	Reference to the directional learning effect
Knowledge	W01	The student knows the ethical norms that regulate the activities of the company in accordance with the concept of corporate social responsibility	ZB1_W01 ZB1_W03 ZB1_W08
	W02	The student has knowledge of the areas of internal and external accountability and business standards.	ZB1_W07
	W03	The student has knowledge of various tools to support responsible business.	ZB1_W07
Social competences	K01	Students are able to work and communicate in a group and defend his/her own views while respecting other opinions and positions	ZB1_K03 ZB1_K05
	K02	The student is able to think in an entrepreneurial way and seek socially responsible solutions.	ZB1_K04
	K03	The student is able to work and make socially responsible decisions under conditions of stress and uncertainty.	ZB1_K05

### COURSE CONTENT

Method of conducting classes	Course content
lecture	The concept of corporate social responsibility and corporate social responsibility. The principle of charity vs stewardship. Evolution of the meaning of CSR. Responsible Entrepreneurs in history. Internal and external CSR. SOB strategies and tools and CSR - socially engaged marketing CRM, employee volunteering. CSR rankings and their importance with respect Index. Non-Financial reporting in a company. The concept of CSR 2.0. The role of CSR in value creation Companies

### METHODS FOR VERIFYING LEARNING OUTCOMES

Outcome code	Learning outcomes verification methods					
	Oral examination	Written examination	Test	Project	Report	Other
W01						X
W02						X
W03						X
K01						X
K02						X
K03						X

### FORM AND CONDITIONS OF ASSESSMENT

Form of classes	Assessment type	Assessment Criteria
lecture	Credit with grade	Individual and group case studies.



### STUDENT WORKLOAD

ECTS Balance							
No.	Activity type	Student workload					Unit
		full-time					
1.	Scheduled contact hours	W	C	L	P	S	h
		15					
2.	Other (consultations, exams)	2					h
3.	Total number of contact hours	17					h
4.	Number of ECTS credits for contact hours	0,7					ECTS
5.	Number of hours of independent student work	8					h
6.	Number of ECTS points that a student obtains through independent work	0,3					ECTS
7.	Workload related to practical classes	0					h
8.	Number of ECTS credit points which a student receives for practical classes	0,0					ECTS
9.	Total number of hours of a student's work	25					
10.	ECTS credits for the course <i>1 1 ECTS credit =25 student learning hours</i>	1					ECTS

**W - LECTURE C - CLASSES L - LABORATORY P - PROJECT S - SEMINAR**

### READING LIST

1. Wolowiec T., (2008), *CSR - a Marketing Strategy Or a Responsible Business?* Hochschule Hof.
2. Haski-Leventhal D., (2021), *Strategic Corporate Social Responsibility: A Holistic Approach to Responsible and Sustainable Business*, SAGE Publications Ltd.
3. Rasche A., Morsing M., Moon J., (2017), *Corporate Social Responsibility: Strategy, Communication, Governance*, Cambridge University Press.