



THE SUSTAINABLE BUSINESS REVOLUTION: NEW MODELS FOR A GREEN ECONOMY

Syllabus

Basic information

Field of study Electives		Didactic cycle 2026/27	
Speciality -		Subject code EKOPSW.S.M2.3672.26	
Organizational unit School of Undergraduate and Graduate Studies		Lecture languages English	
Study level graduate studies		Mandatory Elective	
Study form full-time		Block Free choice electives	
Education profile general academic/practical		Department responsible for the subject Department of Social, Business and Environmental Policy	
		Subject related to scientific research No	
		Subject shaping practical skills No	
Coordinator	Sylwia Słupik		
Teacher	Sylwia Słupik		
Period Semester 2	Form of teaching, number of hours and method of examination • lecture: 14, Credit with grade	Number of ECTS points 3	
Sustainable Development Goals	climate; environment / natural environment; sustainable growth; ESG / (Environmental, Social, Governance); social responsibility; green / green energy / green deal; just transition; greenwashing; business ethics		

Goals

Code	Goal
C1	To introduce students to the economic and managerial foundations of the sustainable business revolution, showing how sustainability reshapes business logic, value creation, and competitiveness in the global economy.
C2	To make students aware of the key drivers of the sustainable business revolution — ESG frameworks, green finance, consumer behaviour and expectations, and digital innovation — and to indicate how these factors influence business strategy, competitiveness, and policy.
C3	To develop students' skills in assessing business impact, measuring value beyond profit, and designing innovative, responsible, purpose-driven business models aligned with the Sustainable Development Goals (SDGs).
C4	To shape students' ability to think critically about the future of capitalism, leadership, and corporate responsibility in building a green, inclusive economy.

Recommended requirements

Subject's learning outcomes

Code	Outcomes in terms of	Major learning outcomes for the subject	Examination methods
Knowledge:			
W1	Student defines, explains and compares the fundamental concepts of sustainable development, circular economy and ESG frameworks, identifying their role in transforming modern business models and global economic systems.	DEK.M_W01, DEK.M_W02	End-of-course assessment - case study solved in a group, End-of-course assessment - group presentation
W2	Student characterises and illustrates the key economic, social and technological drivers of the sustainable business revolution, indicating and justifying how these factors influence value creation, competitiveness and innovation in enterprises.	DEK.M_W06, DEK.M_W07	End-of-course assessment - case study solved in a group, End-of-course assessment - group presentation
Skills:			
U1	Student analyses, interprets and evaluates the impact of sustainability, innovation and ESG principles on business operations, identifying and classifying strategies that enhance competitiveness and environmental performance.	DEK.M_U01, DEK.M_U06	End-of-course assessment - case study solved in a group, End-of-course assessment - group presentation
U2	Student designs and develops sustainable business solutions by applying circular economy principles and integrating social, economic and environmental aspects; prepares and justifies strategic recommendations supporting the green transformation of enterprises.	DEK.M_U02, DEK.M_U03, DEK.M_U06	End-of-course assessment - case study solved in a group, End-of-course assessment - group presentation
Social competences:			

Code	Outcomes in terms of	Major learning outcomes for the subject	Examination methods
K1	Student identifies and appreciates the social and ethical dimensions of sustainable business, is open to diverse perspectives and respects the principles of responsibility, transparency and environmental protection in professional decision-making.	DEK.M_K01, DEK.M_K02	Participation in class discussion
K2	Student demonstrates initiative and supports actions promoting sustainable and responsible business practices, is oriented towards collaboration and innovation, and takes responsibility for implementing values consistent with the principles of the green economy.	DEK.M_K03, DEK.M_K05	Participation in class discussion

Study content

No.	Course content	Subject's learning outcomes	Activities
1.	Introduction: Understanding the Sustainable Business Revolution <ul style="list-style-type: none"> • Concept and origins of the sustainable business revolution. • Transition from profit-driven to purpose-oriented business models. • Global megatrends influencing sustainability and competitiveness. • Economic and social rationale for integrating sustainability in business. 	W1, W2	lecture
2.	Theoretical and Economic Foundations of Sustainable Business <ul style="list-style-type: none"> • Principles of sustainable and circular economy. • Relationship between innovation, resource efficiency and competitiveness. • The ESG framework as a tool for economic and strategic evaluation. • Sustainable value creation and its measurement in modern enterprises. 	W1, W2	lecture
3.	Tools and Mechanisms of the Green Economy <ul style="list-style-type: none"> • Financial instruments supporting sustainability: green bonds, impact investing. • Mechanisms of carbon pricing and emission reduction. • Non-financial reporting and sustainability disclosure standards. • Economic tools for assessing and managing environmental impact. 	W1, W2	lecture
4.	Case Studies: Global Leaders in Sustainability <ul style="list-style-type: none"> • Examples of companies integrating sustainability into their strategy (e.g., Unilever, Patagonia, IKEA, Ørsted). • Comparative analysis of sustainable business models across sectors. • Identification of success factors and barriers in corporate transformation. • Discussion on authenticity and risks of greenwashing. 	U1, U2	lecture

No.	Course content	Subject's learning outcomes	Activities
5.	Digital Transformation and Innovation for Sustainability <ul style="list-style-type: none"> • Role of digitalisation, AI and big data in advancing sustainability. • Smart technologies and resource optimisation in production and logistics. • Digital platforms and circular economy (sharing, reuse, remanufacturing). • Innovation ecosystems supporting the green transition. 	W1, W2	lecture
6.	Challenges, Risks and Ethical Dilemmas in Sustainable Business <ul style="list-style-type: none"> • Economic and ethical tensions between profit and responsibility. • Risks and credibility gaps in sustainability communication. • Principles of ethical leadership and corporate transparency. • Long-term resilience and trust as strategic assets in sustainable business. 	K1, K2	lecture
7.	Case Workshop and Project Presentations <ul style="list-style-type: none"> • Comparative synthesis of sustainable business approaches. • Application of ESG and circular economy principles in model design. • Critical evaluation of business transformation strategies. • Reflection on future directions of sustainable economy and management. 	U1, U2	lecture

Additional information

Activities	Methods of conducting classes
lecture	Lecture using multimedia techniques, Lecture using case studies, Discussion, Presentation/speech, Problem-base learning (PBL), Case-based learning (CBL)

Activities	Examination method	Percentage
lecture	Participation in class discussion	20%
lecture	End-of-course assessment - case study solved in a group	50%
lecture	End-of-course assessment - group presentation	30%

Activities	Credit conditions
lecture	The final grade is based on active participation in class discussions (20%), group case study analysis (50%), and a group presentation (30%). Assessment focuses on engagement, application of theoretical concepts to practical cases, and clarity of communication. To successfully complete the course, all assessment components must be submitted, and a minimum of 55% of the total score is required to obtain a passing grade (3.0).

Literature

Obligatory

1. Governing through ESG and the green spirit of asset managers, M. Archer, Environment and Planning A: Economy and Space Volume 56, Issue 2, March 2024, Pages 662-678
2. Creating Shared Value: How to reinvent capitalism—and unleash a wave of innovation and growth, Michael E. Porter & Mark R. Kramer, Harvard Business Review, Jan–Feb 2011, Vol. 89 Issue 1/2, pp. 62-77
3. Sustainable Business Model Innovation by David Young & Martin Reeves, De Gruyter Berlin/Boston, 2023.
4. Governance and Business Models for Sustainable Capitalism by Atle Midttun, Routledge, 2022.

Optional

1. Sustainable Business Models: Innovation, Implementation and Success (Eds. Annabeth Aagaard), Palgrave Macmillan Cham, 2021.
2. M. Bagheri, Z. Guevara, M. Alikarami, C.A. Kennedy, G. Doluweera, Green growth planning: a multi-factor energy input-output analysis of the Canadian economy Energy Econ., 74 (2018), pp. 708-720
3. J. Bei, C. Wang, Renewable energy resources and sustainable development goals: evidence based on green finance, clean energy and environmentally friendly investment Resour. Policy, 80 (2023), Article 103194
4. C. Bell, E. Rhodes, Z. Long, C. Salemi, Do economic trade-offs matter in climate policy support? Survey evidence from the United Kingdom and Australia Energy Policy, 197 (2025), Article 114430
5. D. Ben Amara, J. Qiao, From economic growth to inclusive green growth: how do carbon emissions, eco-innovation and international collaboration develop economic growth and tackle climate change? J. Clean. Prod., 425 (2023), Article 138986

Calculation of ECTS points

Activity form	Activity hours*
lecture	14
Literature study	10
Solving tasks and case studies	15
Preparation of the end-of-course assessment - case study solved in a group	30
Preparation of end-of-course assessment - group presentation	10
Consultations	2
Re-sit assignment	2
Student workload	Hours 83
Number of ECTS points	ECTS 3

* hour means 45 minutes

Major learning outcomes for the subject

Code	Content
DEK.M_K01	Jest gotów do krytycznej oceny odbieranych treści, w tym zwłaszcza z obszaru ekonomii.
DEK.M_K02	Jest gotów doceniać znaczenie rzetelnej wiedzy w rozwiązywaniu problemów poznawczych i praktycznych, w tym zwłaszcza w obszarze gospodarki oraz jest przygotowany do zasięgania opinii ekspertów.
DEK.M_K03	Jest gotów do wypełniania różnego typu zobowiązań społecznych, inspirowania działań, w tym inicjowania działań na rzecz interesu publicznego.
DEK.M_K05	Jest gotów do odpowiedniego i odpowiedzialnego pełnienia ról zawodowych, w tym rozwijania dorobku zawodu, podtrzymywania etosu zawodu, przestrzegania zasad etyki zawodowej oraz kodeksów dobrych praktyk.
DEK.M_U01	Potrafi identyfikować i interpretować zjawiska i procesy społeczno-ekonomiczne z wykorzystaniem pogłębionej wiedzy z zakresu ekonomii oraz uzupełniająco w zakresie finansów i zarządzania.
DEK.M_U02	Potrafi - wykorzystując posiadaną wiedzę - formułować oraz rozwiązywać (w tym innowacyjnie) złożone i nietypowe problemy gospodarcze, a także podejmować decyzje dotyczące procesów gospodarczych w warunkach niepewności z uwzględnieniem właściwego doboru źródeł, dokonywania ich oceny, syntezy i twórczej interpretacji wiedzy i informacji, doboru i stosowania, przystosowania lub opracowania nowych właściwych narzędzi, w tym zaawansowanych technik informacyjno-komunikacyjnych.
DEK.M_U03	Potrafi analizować i prognozować procesy i zjawiska ekonomiczne z wykorzystaniem zaawansowanych metod i narzędzi wykorzystywanych w ekonomii, w tym potrafi formułować i testować hipotezy badawcze.
DEK.M_U06	Ma umiejętności językowe w zakresie wybranego języka obcego zgodnie z wymaganiami określonymi dla poziomu B2+ Europejskiego Systemu Opisu Kształcenia Językowego, z uwzględnieniem języka biznesu.
DEK.M_W01	Zna i rozumie w pogłębionym stopniu fakty i zjawiska oraz dotyczące ich teorie wyjaśniające złożone zależności między nimi, stanowiące zaawansowaną i podbudowaną teoretycznie wiedzę z zakresu ekonomii oraz zna i rozumie w sposób pogłębiony wybrane zagadnienia z zakresu finansów i zarządzania.
DEK.M_W02	Zna główne teorie oraz trendy rozwojowe ekonomii.
DEK.M_W06	Zna i rozumie w pogłębionym stopniu relacje zachodzące między podmiotami gospodarującymi oraz ich otoczeniem krajowym i międzynarodowym, a także zna i rozumie rolę otoczenia prawnego.
DEK.M_W07	Zna i rozumie w pogłębionym stopniu dylematy ekonomiczne i społeczne współczesnej cywilizacji, zwłaszcza w obszarze gospodarki.