

Syllabus	
Course code	
Course name	Concepts of Sustainability
Course version	1
A. The location of the course in the study system	
Level of education	2
Degree level	-
A form of study	Erasmus Exchange
Field of study	Management Engineering
Profile of study	general academic
Specialization	-
Unit administrating course	Faculty of Management
Unit implementing course	Faculty of Management
Course coordinator	Skierniewska Marta
B. General characteristics of the course	
Block	General
Group of courses	-
Level of the course	Basic
Course status	elective
Course language	English
Semester	-
Academic year	2020/21
Prerequisites	Need to promote behavior defined as a Sustainable Lifestyle in 17 global goals for sustainable development.
The minimum number of students	no limits for students (lecture) from 25 students, up to the limit of seats in the room (exercise)
C. Learning outcomes and teaching methods	
Aim of the course	The aim of the course is to make the student, after participating in it: <ul style="list-style-type: none"> • understood the essence of concepts Sustainable Lifestyle in 17 global goals for sustainable development; • knew the scope of actions taken in the field of sustainable development;
Assessment methods	<p>A. Lecture</p> <p>1. <i>Formative assessment:</i> form of lectures and presentations.</p> <p>2. <i>Summative assessment:</i> pass the subject in the form of open questions (evaluation in the scope of 2-5). An assessment of $> = 3$ is required.</p> <p>B. Exercise:</p> <p>1. <i>Formative assessment:</i> assessment of the correctness of the presentations of the project task during the consultation of projects, ongoing discussion of projects.</p> <p>2. <i>Summative assessment:</i> assessment of the implementation of the design task based on documentation and presentation (evaluation in the scope of 2-5). An assessment of $> = 3$ is required.</p>
Learning outcomes	See Table 1

Form of classes and weekly dimension (number of hours per semester)	lecture 10 exercise 20 laboratories 0 projects 0
The course content	<p>A. Lecture:</p> <ol style="list-style-type: none"> 1. Global Need for sustainability. 2. Triple Bottom Line of Sustainability. 3. Sustainable Organization. 4. Sustainability and corporate reputation. 5. Sustainable Marketing Concept 6. Branding. 7. Carroll's pyramid. 8. Model of Sustainable Marketing. <p>B. Exercise:</p> <ol style="list-style-type: none"> 1. Discussion 17 global goals for sustainable development. 2. Presentation of the world's problems based on sustainable development: consumption, social criticisms of today's business individual consumers, high prices, deception, high pressure selling, shoddy and unsafe products, planned obsolescence, poor service to disadvantaged consumers, marketing's Impact on society as a whole, overconsumption. 3. Promote behavior defined as a sustainable lifestyle in 17 global goals for sustainable development. 4. Scope of actions taken in the field of sustainable development.
Learning outcomes	See Table 1
Exam	N
Literature	<p><i>Obligatory:</i></p> <ol style="list-style-type: none"> 1. Brady A., 2003: <i>How to generate sustainable brand value from responsibility</i>, Journal of Brand Management, vol. 10, pp.279-289. 2. Briggs T., March 2010: <i>Social Media's Second Act: Toward Sustainable Brand Engagement</i>, Design Management Review, Volume 21, Issue 1, pages 46-53. 3. Carr S.C., Rugimbana R.O., 2009: <i>Marketing and development out of poverty: introduction to the special issue</i>, International Journal of Nonprofit and Voluntary Sector Marketing Vol. 14: 95-100. 4. Hunt S.D., 2011: <i>Sustainable marketing, equity and economic growth: a resource-advantage, economic freedom approach</i>, Journal of the Academy Marketing Science, Vol. no. 39, pp. 7-20. 5. Jones P., Clarke-Hill C., Comfort D., Hillier D., 2008: <i>Marketing and sustainability</i>, Marketing Intelligence & Planning, Vol. 26 no. 2, pp.123-130. 6. Seyfang G., 2009, <i>The new economics of sustainable consumption: seeds of change</i>, Basingstoke: Palgrave Macmillan. 7. Visser W., 2012: <i>Corporate Sustainability and Responsibility</i>, e-book edition, London: Kalejdo-scope Futures Ltd. 8. Seretny M, Seretny A., 2012: <i>Sustainable Marketing - a New Era in the Responsible Marketing Development</i>, Warsaw: Foundation of Management, Vol. 04, no. 2(8). <p><i>Supplementary:</i></p> <ol style="list-style-type: none"> 9. Durcker P.F., 2003: <i>New trends in management become grounded in basic principles</i>, Executive Excellence 20(8), pp 8-9. 10. Gaile-Sarkane E., 2010: <i>Diversity of Marketing – trends and development</i>, Economics and Management, Vol. 15, Riga University of Technology, Faculty of Economics & Management. 11. Kotler P., Armstrong G., 2012: <i>Principles Marketing</i>, global edition, London: Pearson.
Course website	www.olaf.wz.pw.edu.pl

D. The student workload	
Number of ECTS credits	4 ECTS
Total hours of student work related to the learning outcomes achievement (description):	4 ECTS 10h lecture + 20h exercise + 5h consultations + 20h literature study + 10h projects + 10h projects implementation + 10h preparation for exercises + 10h self-study + 5h preparation for presentation = 100h
The number of ECTS credits for courses that require the direct participation of teachers	1,4 ECTS 10h lecture + 20h exercise + 5h consultations = 35h
The number of ECTS credits that the student obtains during the practical classes	3,6 ECTS 20h exercise + 5h consultations + 20h literature study + 10h projects + 10h projects implementation + 10h preparation for exercises + 10h self-study + 5h preparation for presentation = 90h
E. Additional Information	
Remarks	-
Date of last update	28.02.2019

Table 1

General academic profile			
Subject effects		Reference to the 2nd degree of PRK characteristics	Reference to the 1st degree of PRK characteristics
Knowledge – student knows and understands			
Effect:	główne trendy rozwojowe w zakresie zrównoważonego rozwoju		
Effect code:	I2_W09	I.P7S_WG.o	P7U_W
Verification:	praca nad projektem (kontekst ekonomiczny i socjologiczny)		
Abilities – student can			
Effect:	identyfikować, interpretować i wyjaśniać złożone zjawiska i procesy społeczne oraz relacje między nimi z wykorzystaniem wiedzy z zakresu zarządzania	LP7S_UW.o	P7U_U
Effect code:	I2_U01		
Verification:	Zadania na ćwiczeniach		
Effect:	identyfikować, interpretować i wyjaśniać złożone zjawiska i procesy społeczne oraz relacje między nimi z wykorzystaniem wiedzy z zakresu innowacyjności	LP7S_UW.o	P7U_U
Effect code:	I2_U04		
Verification:	Zadania na ćwiczeniach		
Effect:	student potrafi projektować nowe rozwiązania, jak również doskonalić istniejące, zgodnie z przyjętymi założeniami ich realizacji i wdrożenia.	I.P7S_UW.o	P7U_U
Effect code:	I2_U17	III.P7S_UW.o	
Verification:	zadanie projektowe		
Social Competence – student is ready for			
Effect:	uznawania znaczenia wiedzy w rozwiązywaniu problemów poznawczych i praktycznych oraz konieczności samokształcenia się przez całe życie	Student jest gotów do uznawania związanych problemów poznawczych	Student jest gotów do uznawania związanych problemów poznawczych
Effect code:	I2_K02	II_K02	

Verification:	praca nad zadaniami ěwiczeniowymi i projektem	praca nad zadaniami laboratoryjnymi
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