
Summer School of Management 2024
Sustainability challenges in modern business
course syllabus

1. Course description

a. Course name

ESG for modern business – introduction to the topic

b. Lecturer

Karolina Daszyńska-Żygadło, PhD

c. Hours

5

d. General description – course content

ESG, understood as Environmental, Social and Corporate Governance factors as a part of decision making process is gaining increased attention at the level of corporations, small and medium companies, governments, financial institutions and investors. At this course the concept of ESG is operationalized into rules, regulations, best practices, disclosing policies, measuring the effects by selected ratios and monitoring. Its objectives are threefold, namely:

- 1) to understand the ESG and its accompanying concepts,
- 2) to apprehend the influences of ESG on major sectors of business operations,
- 3) to master the basic techniques of strategic problems analysis in the scope of CS.

In the second part of the course we will put special attention to environmental factors and investigate possible measuring techniques and best practices.

e. Learning outcomes

Knowledge:

1. Knowledge and understanding of ESG concept, with special emphasis on environmental factors.
2. Knowledge about ESG reporting
3. Knowledge about ESG evaluation methods

Skills:

1. Analysis of ESG reporting
2. Evaluation of ESG performance of companies

Competences:

1. Ability to assess corporate sustainability performance in the scope ESG factors
2. Ability to create teams and critically discuss impact of ESG performance on strategy, reputation and market value of companies

f. Literature

1. Corporate Sustainability, Social Responsibility and Environmental Management An Introduction to Theory and Practice with Case Studies, Camilleri, Mark Anthony, Springer, Germany, 2017
2. Corporate Sustainability Management: The Art and Science of Managing Non-Financial Performance, Mark W. McElroy, J.M.L. van Engelen, Earthscan, USA, 2012
3. What do stakeholders in the construction industry look for in non-financial disclosure and what do they get? D Hadro, J Fijałkowska, K Daszyńska-Żygadło, I Zumente, S Mjakuškina, Meditari Accountancy Research, 2021