

Course title: Environmental, Social, Corporate Governance Investing

Studies: International Business

Course description form (syllabus form)

General data						
Cycle of studies	2024-2027					
Organizational unit	Faculty of Economic Sciences					
Studies	International Business, first-cycle studies					
The profile of education	general academic					
Semester	05					
Mode of studies	full-time					
Type of course	Lecture	Practical session	Laboratory	Conversatorium	Seminar	Project
Number of hours	15	30				
Number of ECTS	3					
Examination	Graded credit					
Language	English					
Content author	PhD Agnieszka Moskal					
Course objectives						
The aim of the course is to introduce students to the issues of ESG investing, its importance for the modern economy, and the impact of ESG guidelines on the financial performance of various economic entities.						
Prerequisites						
Participants should know and understand key concepts of financial markets and corporate finance.						
Student workload						
1. Class sessions- 45 hours 2. Reading literature for classes - 10 hours 3. Solving problems/tasks - 10 hours 4. Exam/Assessment preparation - 8 hours 5. Consultation – 2 hours TOTAL: 75 hours (3 ECTS)						
Short description						
The ESG market: relevance, size, scope, key drivers and challenges, and risks and opportunities. Environmental factors, systemic relationships, material impacts, megatrends and approaches to environmental analysis at country, sector and company levels. Social factors, systemic relationships, material impacts and approaches to social analysis at country, sector and company levels. Governance factors, key characteristics, main models and material impacts. ESG analysis, valuation and integration. Analysis of ESG factors that affect industry and company performance. ESG reporting.						
Learning outcomes						
KNOWLEDGE: W01. Participants know and understand the significance of ESG and the mechanisms of ESG investing for a company operating in an international environment. (IB1_W06) W02. Participants know and understand the processes and procedures related to designing and implementing ESG principles in a business. (IB1_W02) SKILLS: U01. Participants are able to properly identify environmental, social, and corporate governance factors relevant to business activities (IB1_U05) U02. Participants are able to analyze and plan the implementation of environmental, social, and corporate governance factors in a company operating in the international market. (IB1_U01) COMPETENCIES: K01. Participants are ready to implement business projects guided by social and environmental responsibility in the context of ESG investing. (IB1_K02) K02. Participants are ready to independently take on professional challenges, adhere to professional ethics, and demonstrate perseverance in carrying out individual and team activities. (IB1_K04)						
Form of verification						
Lectures: Written exam (one-choice questions, true/false questions, fill-in-the-blank questions). Practical session: Graded credit. Written test (problems to solve, open-ended questions, one-choice questions, true/false questions). The final grade is composed of the total points obtained from test, group work, individual and group activity assessed during classes.						
Detailed data						
Type of course:						
Lecture: Graded credit.						
Practical session: Graded credit.						
Bibliography						
Bibliography: 1. J. Hill, Environmental, Social, and Governance (ESG) Investing: A Balanced Analysis of the Theory and Practice of a Sustainable Portfolio, Academic Press, 2020. Supplementary: 1. H. Silvola, T. Landau, Sustainable Investing: Beating the Market with ESG, Palgrave Macmillan, 2021.						

Range of content

Lecture

- 1) The ESG market: relevance, size, scope, key drivers and challenges, and risks and opportunities.
- 2) Environmental factors, systemic relationships, material impacts, megatrends and approaches to environmental analysis at country, sector and company levels.
- 3) Social factors, systemic relationships, material impacts and approaches to social analysis at country, sector and company levels.
- 4) Governance factors, key characteristics, main models and material impacts.
- 5) ESG analysis, valuation and integration.
- 6) Analysis of ESG factors that affect industry and company performance.
- 7) ESG reporting.

Practical session

- 1) Environmental factors, systemic relationships, material impacts, megatrends and approaches to environmental analysis at country, sector and company levels – case study.
- 2) Social factors, systemic relationships, material impacts and approaches to social analysis at country, sector and company levels – case study.
- 3) Governance factors, key characteristics, main models and material impacts - case study.
- 4) ESG analysis, valuation and integration - case study.
- 5) Analysis of ESG factors that affect industry and company performance - case study.
- 6) ESG reporting - case study.
- 7) Review and passing exercises.

Didactic methods

Lecture

1. Lecture with the use of audiovisual aids.
2. Individual study with literature.
3. Group discussion.

Practical session

1. Outlines covering topics discussed during exercises.
2. Individual study with literature.
3. Discussion and group work.
4. Presentation of discussed topics using supporting tools (multimedia presentation).
5. Problem-solving.
6. Group project.

In case of the necessity for remote sessions - the possibility of using Microsoft Teams program.

Assessment methods and assessment criteria

Lecture:

1. Written test. (W01, W02)

Grading scale: 60% = 3.0; 95% = 5.0.

Online exam is allowed in case of necessity to conduct classes remotely.

Practical session:

1. Observation and evaluation of activity. (U01, U02, K01, K02)
2. Written test. (W01, W02, U01, U02)
3. Problem solving and case studies. (W01, W02, W03, U01, U02, K01, K02)
4. Group project. (U01, U02, K01, K02)

The final grade is determined by the sum of points for: test, work in groups and activity in class.

Grading scale: 60% = 3.0; 95% = 5.0.

In the event of the necessity for remote form, tests will be conducted using the testportal platform. In case of retake, passing the retake test covering topics from the entire course is required, with the maximum grade for retake being 3.5.