



UNIVERSITY OF SZCZECIN  
FACULTY OF ECONOMICS,  
FINANCE AND MANAGEMENT

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Faculty of Economics, Finance and Management  
Department of Corporate Management



# Lecture (Plan)

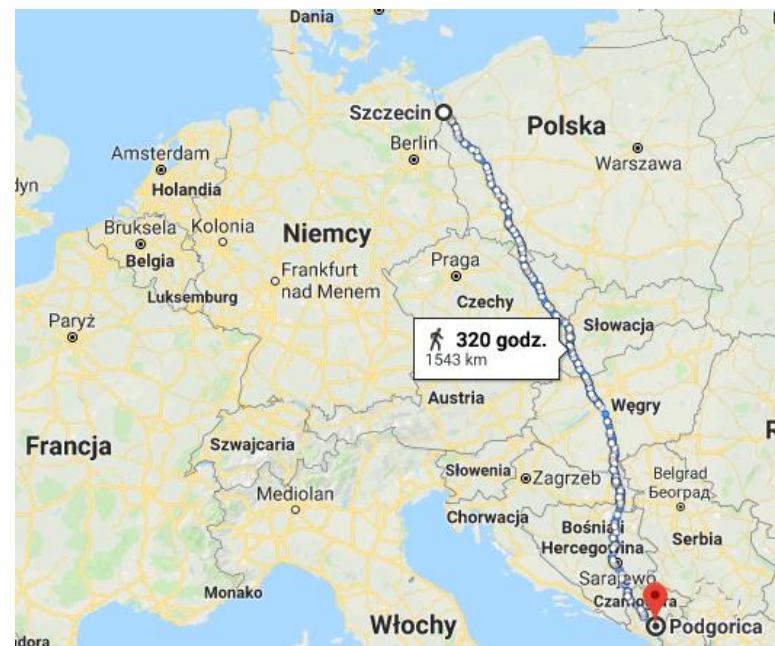
- 1) Szczecin and Poland
- 2) Erasmus and students mobility
- 3) Corporate Social Responsibility





## SZCZECIN

- capital city of the West Pomeranian Province in Poland
  - located near the Baltic Sea
- main seaport and Poland's seventh-largest city
  - more than 400.000 citizens



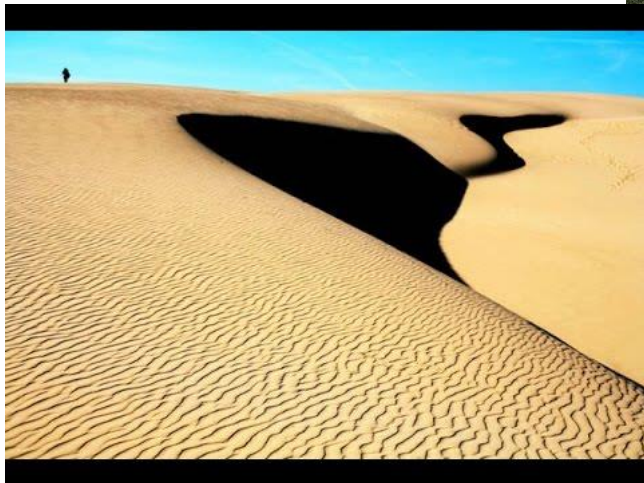


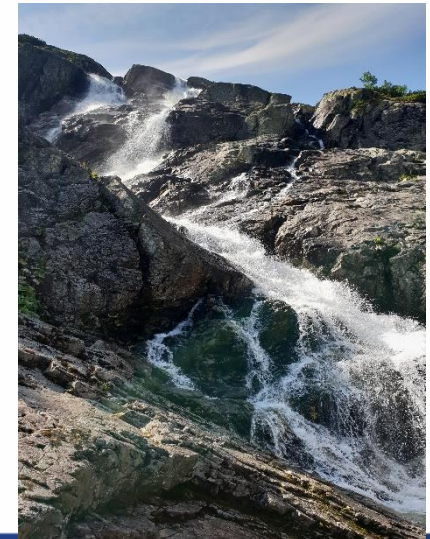
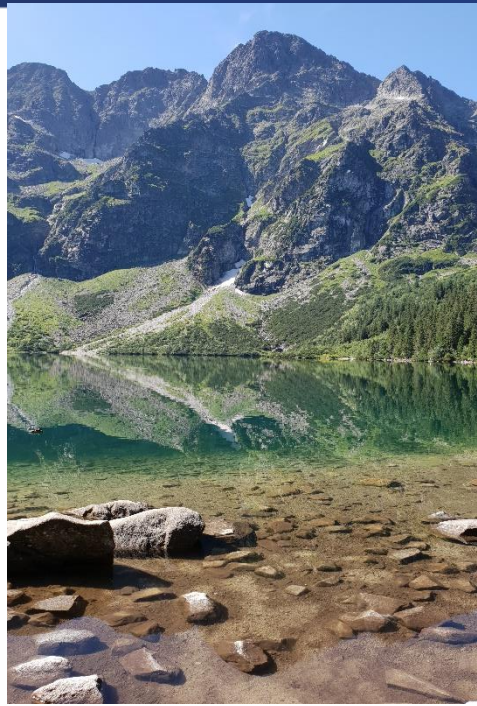


## POLAND

- Over 1000 years of Polish country
- 38.5 million people, and is the fifth-most populous member state of the European Union
- Poland has been a member state of the European Union since 1 May 2004.
- 89% of Poles support Poland's membership of the EU
- 200,000 big investments worth PLN 675 billion is an impressive balance of our membership.
- Poland is now one of the fastest developing economies of all Member States.









# *International cooperation*







# **International Office of Szczecin University**

## **Contact Person for Incoming Students:**

Żaklin Skokowska

Telephone no: (+48 91) 444 10 18,

e-mail: [zaklin.skokowska@usz.edu.pl](mailto:zaklin.skokowska@usz.edu.pl)

## **Erasmus Faculty Coordinator:**

Marta Szaja, PhD.

[Marta.Szaja@usz.edu.pl](mailto:Marta.Szaja@usz.edu.pl)



# Incoming students (E+ not EU)

- The qualification process takes place at the student's home University
- The obligatory documents to be filed at the home University are application form and a certificate confirming language competence (B2)
- Students with the language competence on B1 level can be accepted conditionally.
- The minimum duration of the student mobility is 3 month and the maximum period of funding and the stay is 5 months.
- The students incoming to The University of Szczecin will receive a grant of 750 Euro per month and additional grant to cover travel expenses

Link:

<http://dsm.usz.edu.pl/en/erasmus-plus/partner-countries/incoming-students/>



# Erasmus+ programme countries

## Incoming students (EU)

- Partner sends the nomination of the selected students.
- The nominated students apply on-line with the use of the DreamApply system.
- Grant per month from 400 to 500 EURO
- The funding period is up to 4.5 months (135 days) for a semester stay and up to 9 months (270 days) for an annual stay.
- The following items must be uploaded into the DreamApply account together with the Learning Agreement:
  - 1) copy of student's passport or identity card European health insurance card (EHIC) or any private health insurance, valid for the entire period of study in Poland
  - 2) English certificate confirming language competence at minimum B1 level





The survey conducted in 2018 among Polish consumers confirms, that 44% of respondents tend to change the brand to the one, that counteracts social problems or to the environmentally responsible one...





The term “corporate social responsibility” is familiar to 31% representatives of organizations operating in Poland – especially representatives of large enterprises (70% mentions), of companies founded over 15 years ago (52%) and operating in foreign markets (59%).



- Howard Bowen (1908-1989) - an American economist, widely regarded as the father of modern CSR.





# Corporate Social Responsibility (CSR)

- Difficulties in defining CSR stem from the fact that it is a multidimensional notion.
- CSR is a multidimensional term. The problematic of CSR constitutes the interest for economists, sociologists, psychologists, and ethicists, which only points to its complexity. Many definitions of the concept of CSR have been created over the years







# Corporate Social Responsibility

- The concept of CSR is described as a voluntary participation of an enterprise in activities aimed at improving the economic, environmental and social factors of the environment in which certain entity operates





When analyzing the diversity of CSR definitions, it is possible to notice common features such as:





# Corporate social responsibility may soon become a common standard in company management

CSR definitions complement one another, creating a realistic image of pro-ecologic and socially oriented actions in a contemporary enterprise.





## The Top 100 Companies With The Best CSR (Corporate Social Responsibility) Reputation in 2019

Rank	2019
1	 ROLEX
2	
3 	 adidas
4 	GROUP
5 	 Microsoft
6	SONY
7 	Canon
8 	 MICHELIN
9 	NETFLIX
10 	BOSCH



# Benefits of CSR?

- Implementation of corporate social responsibility implies both benefits and risks. They can be considered from many points of view. One of them is division into those concerning the company itself and society.





# CSR advantages from the company's point of view...





# CSR advantages from the employees' point of view...





# CSR advantages from the natural environment point of view...







# CSR advantages for society and economy





## Stakeholders

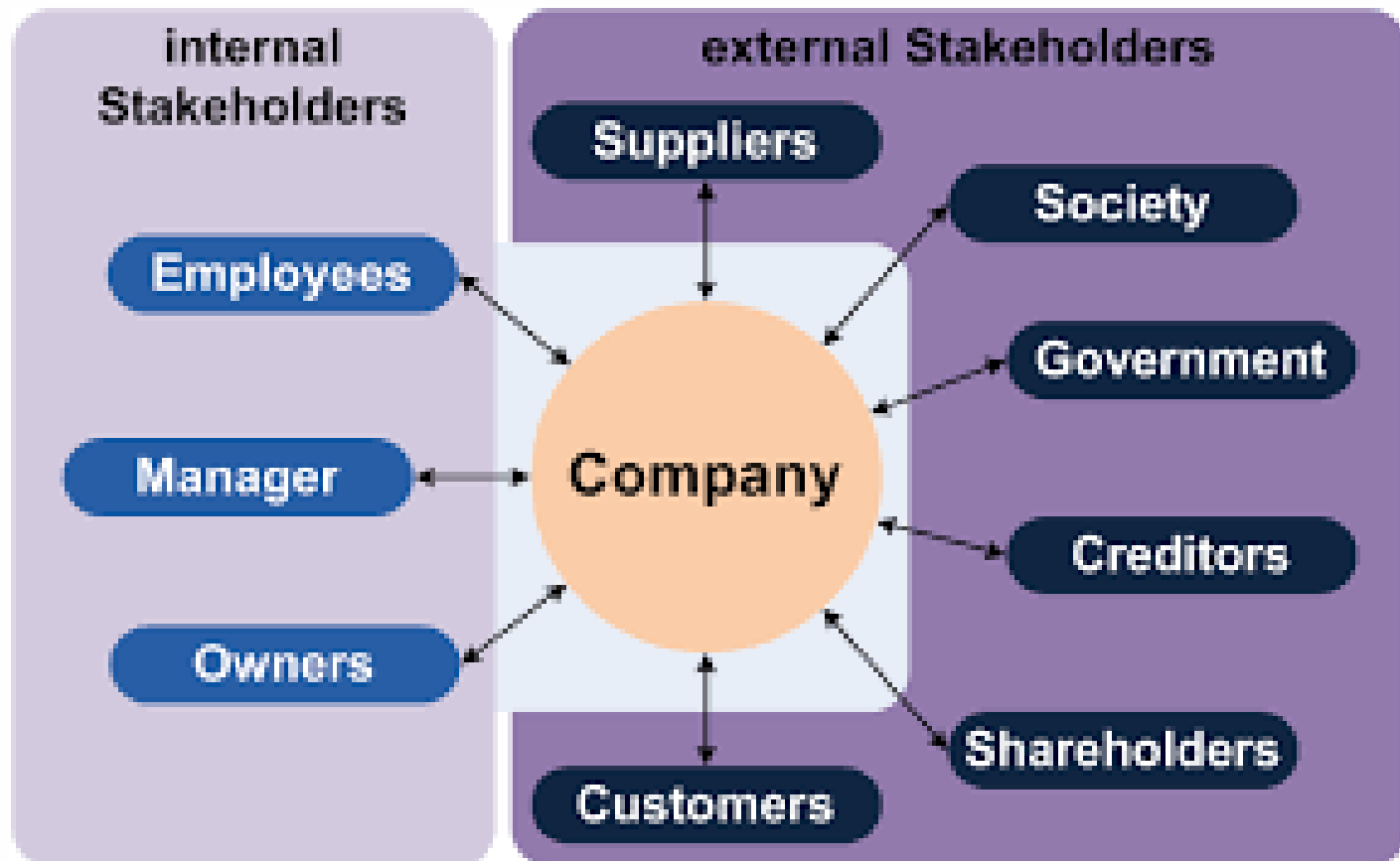
**The recipients of CSR are stakeholders. The way of reaching and communicating with stakeholders in CSR is fundamental.**

**Relationships and dependencies between stakeholders and the company result from the needs and mutual expectations and commitments**





# Internal and external stakeholders





# Tools of CSR?

- Eco-labeling and Socially responsible investments
- Social campaigns
- Ethical programs for employees
- Employee volunteering
- Social Reports
- Investments in ecology
- Corporate governance
- Research on moods, commitment and job satisfaction



**THANK YOU FOR  
YOUR ATTENTION...**

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