COURSE DESCRIPTION CARD - SYLLABUS

Course name
Business models

Course

Field of study	Year/Semester
Engineering Management	1/2
Area of study (specialization)	Profile of study
Managing Enterprise of the Future	general academic
Level of study	Course offered in
Second-cycle studies	Polish
Form of study	Requirements
full-time	elective

Number of hours

Lecture	Laboratory classes	Other (e.g. online)
15		
Tutorials	Projects/seminars	
15		

Number of credit points

2

Lecturers

Responsible for the course/lecturer:

Ph.D., Daria Motała

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Faculty of Engineering Management

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Responsible for the course/lecturer:

Ph.D., D.Sc., Hanna Włodarkiewicz - Klimek, University Professor

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Prerequisites

Knowledge: students have a basic knowledge of how companies operate.

Skills: students are able to analyze the organization's functioning in the environment and internal conditions of operation; on their basis they can formulate the company's goals.

Social competences: students actively and willingly undertake entrepreneurial activities and work in a group

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Course objective

To familiarize students with the problems of the organization in the form of various models. Developing an action plan and product type that can be offered in the model selected for analysis.

Course-related learning outcomes

Knowledge

The student characterizes methods and tools for modeling information and decision-making processes used in designing business models [P7S_WG_02].

The student distinguishes the relationships that occur in network organizations and analyzes their impact on business models, including network business models [P7S_WG_06].

The student describes methods of obtaining market and customer behavior data that are necessary for analyzing and creating business models [P7S_WG_07].

The student explains ethical standards and their impact on business models, including the ethics of creating and implementing business strategies [P7S_WK_01].

The student defines the principles of creating and developing business models, using knowledge of technology, economics and management [P7S_WK_03].

Skills

The student analyzes the effectiveness of different business models and their applicability in different contexts, using the acquired knowledge [P7S_UW_03].

The student independently designs business models, taking into account the analysis of the environment, customer needs and the proposed value for the customer [P7S_UW_04].

The student interprets social, cultural, political, legal, economic phenomena and their impact on business models [P7S_UW_06].

The student analyzes business processes, formulates hypotheses on the effectiveness of business models and verifies them [P7S_UW_07].

Social competences

The student identifies and describes various disciplines and their contributions to the business model development process and demonstrates the ability to work effectively in interdisciplinary teams by participating in business model development projects or simulations [P7S_KK_01].

The student identifies cause and effect relationships in the business model design process and assesses their relevance [P7S_KK_02].

The student initiates actions for innovative business projects, implementing new ideas and strategies [P7S_KO_02].

The student plans and manages business ventures, including implementation and testing of business model prototypes [P7S_KO_03].

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Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lectures

Formative assessment: dialogue with students allowing to check their knowledge of previously implemented topics

Summative assessment: in the form of a test or short descriptive questions; passing threshold 50%

Tutorials:

Formative assessment: development of individual, successive elements of exercises that are subject to systematic verification by the teacher

Summative assessment: the sum of points from individual exercises; passing threshold 50%

Programme content

Lecture:

1. Definition and the essence of the concept of a business model

2. The canvas of the business model and its elements

3. Agility model of a knowledge-based organization

4. Business models used in creating new strategies

5. Designing business models

6. Internet business models

7. Network business models

8. Analysis of sample business models

Tutorials:

1. Model selection for analysis - setting goals and area of activity

2. Analysis of current and potential clients and their expectations

3. Developing a value proposition for the customer

4. Multi-faceted analysis of the environment of the selected model

5. Initial assumptions for the implementation of the model

6. Development, presentation and testing of the prototype

Teaching methods

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Informative lecture with elements of a seminar lecture. Seminar discussion.

Practice method in the form of auditorium and project exercises.

Bibliography

Basic

Osterwalder A. Pigneur Y. "Tworzenie modeli biznesowych - Podręcznik wizjonera", Helion 2012

Pijl P., Lokitz J., Solomon L.K., "Nowoczesne projektowanie modeli biznesowych", Helion 2018

Additional

Doligalski T. (red.) "Modele biznesu w Internecie. Teoria i studia przypadków polskich firm" PWN 2014

Duczkowska-Piasecka M. (red.) "Model biznesu. Nowe myślenie strategiczne" Difin 2013

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,0
Classes requiring direct contact with the teacher	30	1,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/pass, project preparation) [1]	20	1,0

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[1] delete or add other activities as appropriate