

**Subject card**

<b>Subject name and code</b>	Contemporary Business Models, PG_00119597						
<b>Field of study</b>	Economics						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	4	<b>ECTS credits</b>			1.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Andrzej Letkiewicz				
	<b>Teachers</b>		dr hab. Andrzej Letkiewicz				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	15		0.0		0.0	15
<b>Subject objectives</b>	The aim of the course is to familiarize the student with management by value and to understand the carriers of value in the functional spheres of economic agents.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_W06] knows in depth of selected methods and tools, including statistical and econometric techniques, for describing economic agents and structures as well as social institutions and the processes taking place in them	has knowledge of the basic economic and financial principles of the functioning and management of economic entities and organisations as well as the legal, organisational, moral and ethical norms and rules governing the functioning of public institutions	[SW4] test/exam - oral or written
	[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	knows the types of economic and social ties and the regularities governing them	[SW4] test/exam - oral or written
	[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas	has advanced knowledge of the relations between economic agents and public institutions operating in the national, international and intercultural sphere	[SW4] test/exam - oral or written
	[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	[SU4] test/exam - oral or written
	[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	is able to analyse the causes and course of specific economic and social processes and phenomena and to analyse these phenomena accurately using appropriate economic and social methods and tools	[SU4] test/exam - oral or written
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	is able to use his/her theoretical knowledge and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	[SU4] test/exam - oral or written
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	recognises the importance of economic knowledge in the process of identifying and solving economic problems and of consulting experts when difficulties arise in solving them independently	[SK1] oral statement/conversation/discussion
[EKONL3_K02] is aware of the level of knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life	is aware of his/her level of knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life	[SK1] oral statement/conversation/discussion	
Subject contents	<p>1. Value creation from the perspective of enterprise models  2. Market-based carriers of value,  3. Operational carriers of value,  4. Financial carriers of value,  5. Goodwil as a carrier of value,  6. Employment as a carrier of value,  7. Strategic carriers of value,</p>		
Prerequisites and co-requisites	The student should understand the principles of enterprise management.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	The grade depends on the percentage of correct answers in the written work. The grading scale in accordance with the Academic Regulations.	51.0%	100.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> <li>B. Majecka, A. Letkiewicz, <i>Samoregulacyjne kształtowanie zachowań rynkowych przedsiębiorstw</i>, Wydawnictwo UG, Gdańsk 2020</li> <li><i>Systemy VBM i zysk ekonomiczny</i>, Praca zbiorowa pod red. A. Cwynara i P. Dżuraka, Poltext 2014</li> </ol>	

	Supplementary literature	<ol style="list-style-type: none"> <li>1. A. Jaki, <i>Imperatyw kreowania wartości a teorie przedsiębiorstwa</i>, Kwartalnik Nauk O Przedsiębiorstwie 2/2011</li> <li>2. D. Śladkiewicz, <i>Nośniki wartości i ich rola w procesie kreowania wartości przedsiębiorstwa</i>, "Prace Naukowe Uniwersytetu Ekonomicznego We Wrocławiu", nr 442/2016</li> </ol>
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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