

Subject card

Subject name and code	Business Models of Companies, PG_00081032						
Field of study	Business and Environmental Technology						
Date of commencement of studies	October 2024	Academic year of realisation of subject				2025/2026	
Education level	Master's studies	Subject group					
Mode of study	full-time studies	Mode of delivery				at the university	
Year of study	2	Language of instruction				Polish	
Semester of study	3	ECTS credits				3.0	
Learning profile	academic	Assessment form				exam	
Conducting unit	Department of Macroeconomics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Andrzej Poszewiecki				
	Teachers		dr Andrzej Poszewiecki				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	7.0	0.0	0.0	0.0	0.0	7
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	7		0.0		0.0	7
Subject objectives	The aim of the course is for the student to acquire the ability to analyze business models of existing enterprises and design business models for new business ventures and new enterprises.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[BiTEMU2_U03] independently proposes solutions to a specific economic problem and carries out procedures for making decisions in this area	The student is able to independently propose a solution to an economic problem related to the selection or optimization of a business model and carry out the decision-making process accordingly.	[SU2] presentation/project/paper/report
	[BiTEMU2_U04] independently analyzes economic phenomena and processes, makes a theoretical assessment of these phenomena in selected areas, using an appropriately selected research method	The student independently analyzes economic phenomena and processes related to the functioning of business models, performing theoretical evaluations using appropriate research methods.	[SU2] presentation/project/paper/report
	[BiTEMU2_U02] uses in practice various forms and scope of acquired economic knowledge, complementing it with a critical analysis of effectiveness and usefulness	The student applies acquired economic knowledge in practice, critically analyzing the effectiveness and relevance of business models in various business contexts.	[SU2] presentation/project/paper/report
	[BiTEMU2_W08] describes the principles of creating and developing forms of individual entrepreneurship using knowledge from the field of economic sciences	The student understands the principles of creating and developing forms of individual entrepreneurship using economic knowledge and business models.	[SW2] presentation/project/paper/report
	[BiTEMU2_W06] has in-depth knowledge of views on selected types of economic entities, structures and institutions as well as selected categories of economic ties and their historical evolution	The student has in-depth knowledge of economic institutions and structures and their development in the context of the evolution of business models.	[SW2] presentation/project/paper/report
	[BiTEMU2_K03] is able to properly define priorities and plan and organize tasks related to their implementation, as well as monitor and evaluate progress	The student can plan and organize project tasks related to business model creation, setting priorities and monitoring their implementation.	[SK2] presentation/project/paper/report
	[BiTEMU2_K02] is able to cooperate and work in a group, assuming responsible roles	The student is able to effectively collaborate in a project team, taking on responsible roles when developing business models.	[SK2] presentation/project/paper/report
	[BiTEMU2_W03] has in-depth knowledge of economic processes, phenomena, entities, structures and institutions as well as the detailed principles of their functioning	The student has in-depth knowledge of economic processes and structures, including how enterprises operate based on different business models.	[SW2] presentation/project/paper/report

Subject contents	<p>1. Typical business models 1.1. Characterization of the features of the business model 1.2. Typical business models of enterprises - differentiating factors 1.3. Characteristics of the main typical models based on the literature 1.4. Typical and innovative business models 2. Innovative business models 2.1. Characteristics of an innovative business model 2.2. Factors of durability of the innovation model 2.3. The human factor in the innovation model 2.4. Difficulties in implementing an innovative business model and how to overcome them 2.5. Mature innovative business model - characteristics 3. Business models of technology, media and entertainment companies - empirical analysis of practical cases 3.1. Business models of technology companies 3.2. Business models of companies related to media and information dissemination 3.3. Business models of companies related to the entertainment industry 4. Designing the business model of an innovative company 4.1. Formulating proposals for the client 4.2. Setting marketing goals - Customers (market segments) 4.3. Description of the value chain in which the company will operate 4.4. Building company resources and competences supporting the company's position in the value chain 4.5. Economic calculation - determining the basic elements of income and costs 4.6. Positioning the company in the value chain 4.7. Building a competitive strategy 5. Creative business solutions and their use in designing business models 5.1. Methods of creative thinking and idea generation - an overview 5.2. Creative thinking in business and its use in designing business models 5.3. Ways to implement creative business models 5.4. The main causes of failures in implementing creative business models and how to counteract them 6. Business models of spin-off companies 6.1. The essence and essential elements of the business model 6.2. Comparison of the basic business models of spin-off companies 6.3. Constructing your own business model of a spin-off company 7. Business model analysis 8. Main methods of designing business models</p> <p>Any questions or concerns related to the course and the topics discussed may be clarified by the student during consultations with the instructor.</p>								
Prerequisites and co-requisites									
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="453 1046 794 1077">Subject passing criteria</th> <th data-bbox="799 1046 1141 1077">Passing threshold</th> <th data-bbox="1145 1046 1492 1077">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="453 1084 794 1111">project</td> <td data-bbox="799 1084 1141 1111">51.0%</td> <td data-bbox="1145 1084 1492 1111">100.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	project	51.0%	100.0%
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project	51.0%	100.0%							
Recommended reading	Basic literature	A. Literatura wymagana do ostatecznego zaliczenia zajęć (zdania egzaminu): 1. T. Gołębiowski (red), Modele biznesu polskich przedsiębiorstw, SGH 2008 2. Modele biznesowe budowy i rozwoju firm spin off na podbudowie szkoły wyższej, praca zbiorowa, IBnDiPP, Warszawa 2010 3. Modele biznesowe przedsiębiorstw tworzonych na bazie szkół wyższych, IBnDiPP, Warszawa 2011							
	Supplementary literature	B. Literatura uzupełniająca 1. Przedsiębiorczość technologiczna i intelektualna XXI wieku, praca zbiorowa pod red. Mieczysława Baka i Przemysława Kulawczuka, KIG, Warszawa 2009							
	eResources addresses								
Example issues/ example questions/ tasks being completed									
Work placement	Not applicable								

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