

Subject card

Subject name and code	Design of Business Models , PG_00166136						
Field of study	Finance and Accounting, Information Science and Econometrics, Management						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2024/2025		
Education level	postgraduate studies		Subject group		Optional 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	4		ECTS credits		1.0		
Learning profile	academic		Assessment form				
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Jacek Rybicki				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		0.0		0.0	15
Subject objectives	The aim of the course is to develop students skills that concern strategic and creative thinking while designing business models.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_W01] The student has an expanded knowledge of the social sciences with particular emphasis on the discipline of management and quality sciences and understands their connections with other social sciences.	The student has in-depth knowledge of designing enterprise business models and their importance for the enterprises strategy.	[SW2] presentation/project/paper/report
	[IiEMU2_U01] The student can comprehensibly, orally and in writing, present and justify in depth advanced economic theories and apply them to explain the functioning of the national economy and its components. Understands and can explain the content of communications from economic institutions, articles in the economic press and scientific journals.	The student is able to design and present an innovative business model.	[SU2] presentation/project/paper/report
	[FiRMU2_K01] Self-improvement: - understands the need for development and lifelong learning, - inspires others to learn, - is able to supplement and improve the acquired knowledge and skills, expanded by the interdisciplinary dimension, - knows his strengths and weaknesses, sets ambitious goals to the best of his ability, - knows how to reconcile with failure, admit to a mistake.	The student diagnoses the strengths and weaknesses of the business model.	[SK2] presentation/project/paper/report
	[ZARZMU2_U01] The student has an in-depth ability to interpret socio-economic phenomena and current events in economic policy and economics, independently formulate his own opinions in this area, and propose adequate solutions in the case of changes occurring in these areas.	The student is able to interpret socio-economic phenomena and use the obtained information to design business models.	[SU2] presentation/project/paper/report
	[ZARZMU2_K01] The student is aware of the depreciation of knowledge over time and understands the need for lifelong learning and deepening of knowledge in both academic and non-academic modes. The student is able to inspire and organize the learning process of others.	The student has the ability to argue, listen actively and openly express their own opinions during classes.	[SK2] presentation/project/paper/report
	[IiEMU2_W01] The student has an in-depth knowledge of the place of social sciences in the system of sciences, their nature, methodology and connections with other sciences.	The student has knowledge about the evolution of competitive advantage on the market and the importance of business models in creating strategies.	[SW2] presentation/project/paper/report
	[IiEMU2_K01] The student understands the need for continuous completion and deepening of acquired knowledge. The student inspires and organizes others' learning processes.	Through the perspective of a business model, the student formulates the strategy of the company.	[SK2] presentation/project/paper/report
	[FiRMU2_W03] The student has an expanded knowledge of man as an entity that creates economic structures and the motives of his actions.	The student gains knowledge how managers create a competitive advantage in modern enterprises.	[SW2] presentation/project/paper/report
	[FiRMU2_U03] The student can analyse in depth the causes, course and effects of processes and phenomena in finance and accounting using advanced theories and appropriate social sciences methods. Can verify simple research hypotheses. Can collect data using information technology.	The student has the ability to obtain information necessary to build a business model.	[SU2] presentation/project/paper/report

Subject contents	Evolution of competitive advantage from a planning approach to a relational and network approach.Holistic strategy modelBusiness Model ConceptTypes of business modelsStages of business model designDynamic capabilities as a basis for business model evolutionConsistency vs. flexibility of the business model		
Prerequisites and co-requisites	Taking a lecture on Strategic Management.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project	51.0%	100.0%
Recommended reading	Basic literature	1. Oliver Gassmann, Karolin Frankenberger, Michaela Csik, "Nawigator modelu biznesowego", Wydawnictwo Helion, Gliwice 2017. 2. Alexander Osterwalder, Yves Pigneur, "Tworzenie modeli biznesowych", Wydawnictwo Helion, Gliwice 2012.	
	Supplementary literature	Patrick van der Pijl, Justin Lokitz, Lisa Kay Solomon, "Nowoczesne projektowanie modeli biznesowych", Wydawnictwo Helion, Gliwice 2018.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	Business model design.Elements of the business model activity system.		
Work placement	Not applicable		

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