Subject card

<table>
<tr><td>Subject name and code</td><td colspan="6">Contemporary Business Models, PG_00170055</td></tr>
<tr><td>Field of study</td><td colspan="6">Economics</td></tr>
<tr><td>Date of commencement of studies</td><td colspan="2">October 2025</td><td colspan="2">Academic year of realisation of subject</td><td colspan="2">2026/2027</td></tr>
<tr><td>Education level</td><td colspan="2">Bachelor’s studies</td><td colspan="2">Subject group</td><td colspan="2">Obligatory subject group in the field of study</td></tr>
<tr><td>Mode of study</td><td colspan="2">full-time studies</td><td colspan="2">Mode of delivery</td><td colspan="2">at the university</td></tr>
<tr><td>Year of study</td><td colspan="2">2</td><td colspan="2">Language of instruction</td><td colspan="2">Polish</td></tr>
<tr><td>Semester of study</td><td colspan="2">4</td><td colspan="2">ECTS credits</td><td colspan="2">1.0</td></tr>
<tr><td>Learning profile</td><td colspan="2">academic</td><td colspan="2">Assessment form</td><td colspan="2"></td></tr>
<tr><td>Conducting unit</td><td colspan="6"></td></tr>
<tr><td rowspan="2">Name and surname of lecturer (lecturers)</td><td colspan="2">Subject supervisor</td><td colspan="4">dr hab. Andrzej Letkiewicz</td></tr>
<tr><td colspan="2">Teachers</td><td colspan="4"></td></tr>
<tr><td rowspan="3">Lesson types</td><td>Lesson type</td><td>Lecture</td><td>Tutorial</td><td>Laboratory</td><td>Project</td><td>Seminar</td><td>SUM</td></tr>
<tr><td>Number of study hours</td><td>15.0</td><td>0.0</td><td>0.0</td><td>0.0</td><td>0.0</td><td>15</td></tr>
<tr><td colspan="7">E-learning hours included: 0.0</td></tr>
<tr><td rowspan="2">Learning activity and number of study hours</td><td>Learning activity</td><td colspan="2">Participation in didactic classes included in study plan</td><td colspan="2">Participation in consultation hours</td><td>Self-study</td><td>SUM</td></tr>
<tr><td>Number of study hours</td><td colspan="2">15</td><td colspan="2">5.0</td><td>5.0</td><td>25</td></tr>
<tr><td>Subject objectives</td><td colspan="7">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.</td></tr>
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Learning outcomes	<table><tr><th>Course outcome</th><th>Subject outcome</th><th>Method of verification</th></tr><tr><td>[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena</td><td>is able to apply knowledge of economics, finance and management sciences to explain the essence of business models</td><td>[SU4] test/exam - oral or written</td></tr><tr><td>[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</td><td>is able to analyze the process of creating value for the customer and accurately analyze this process using adequate methods and economic tools</td><td>[SU4] test/exam - oral or written</td></tr><tr><td>[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</td><td>is able to use theoretical knowledge and obtain data to analyze the processes of creating value for the customer and analyze this process</td><td>[SU4] test/exam - oral or written</td></tr><tr><td>[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently</td><td>is aware of the possibilities and principles of seeking expert opinions in the event of difficulties in solving cognitive problems independently</td><td>[SK4] test/exam - oral or written</td></tr><tr><td>[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</td><td>is aware of the level of his/her knowledge in the field of building value chains and understands the need to deepen it</td><td>[SK4] test/exam - oral or written</td></tr><tr><td>[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas</td><td>has advanced knowledge of the relationships between economic entities and public institutions operating within value chains</td><td>[SW4] test/exam - oral or written</td></tr><tr><td>[EKONL3_W04] knows the types of economic and social ties and the regularities governing them</td><td>knows the types of relationships between entities and consumers and the rules that govern them</td><td>[SW4] test/exam - oral or written</td></tr><tr><td>[EKONL3_W06] have an advanced knowledge 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</td><td>has knowledge of the basic economic and financial principles of functioning and management of economic entities and organizations, thanks to which he can describe processes using the appropriate tools</td><td>[SW4] test/exam - oral or written</td></tr></table>
Subject contents	1. Creating value from the perspective of enterprise models - enterprise models, determinants of value creation, value creation in enterprise models, optimization and value drivers, 2. Business model as the basic area of value creation - definition of business models, components of business models, process approach to business models, types of business models 3. Market value drivers - elements of a business model, strategic positioning and goodwill in a business model, features and factors of marketing development advancement, portfolio management. 4. Operational value drivers - elements of a business model, process orientation goals, process classification, requirements and construction of a modern, flexible production process, 5. Financial value drivers - elements of a business model, analysis of the value network for owners, value measures, holding pyramid,
Prerequisites and co-requisites	The student should understand the principles of enterprise management.
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>The grade depends on the percentage of correct answers in the written work. The grading scale in accordance with the Academic Regulations.</td><td>51.0%</td><td>100.0%</td></tr></table>

Recommended reading	Basic literature	1. B. Majecka, A. Letkiewicz, *Samoregulacyjne kształtowanie zachowań rynkowych przedsiębiorstw*, Wydawnictwo UG, Gdańsk 2020 2. *Systemy VBM i zysk ekonomiczny*, Praca zbiorowa pod red. A. Cwynara i P. Dżuraka, Poltext 2014
	Supplementary literature	1. A. Jaki, *Imperatyw kreowania wartości a teorie przedsiębiorstwa*, Kwartalnik Nauk O Przedsiębiorstwie 2/2011 2. D. Sładkiewicz, *Nośniki wartości i ich rola w procesie kreowania wartości przedsiębiorstwa*, "Prace Naukowe Uniwersytetu Ekonomicznego We Wrocławiu", nr 442/2016
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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