

Subject card

Subject name and code	Modele biznesowe w sektorach morskich, PG_00171514						
Field of study	Economics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Specialty 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		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Transport Economics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Aleksandra Koźlak				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	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		10.0		25.0	50
Subject objectives	The aim of the course is to familiarise students with the diversity of business models in the blue economy depending on the industry concerned and introduce to the political-legal, technical-technological the political-legal, technical-technological, resource-environmental and social conditions that influence it.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_W07] has an in-depth knowledge of economic and financial principles governing the functioning and management of economic entities and organisations, as well as of systems of legal, organisational, professional, moral and ethical norms and rules organising public structures and institutions, both in the national and international spheres	E2_W07 The student has an in-depth knowledge of the relationship between business models and economic and financial principles in the management of business entities in the maritime sectors	[SW2] presentation/project/paper/report
	[EKONMU2_U08] can independently analyse economic and social phenomena and processes, and can perform a theoretically deepened assessment of such phenomena, using appropriately selected research method	E2_U08 The student is able to independently analyse and assess economic phenomena and processes occurring in maritime sectors, applying various analytical tools to study business models and business environment.	[SU2] presentation/project/paper/report
	[EKONMU2_W04] knows different types of economic and social ties and regularities governing them; has an in-depth knowledge of economic and financial ties between enterprises	E2_W04 The student has an in-depth knowledge of business models in maritime sectors resulting from economic and financial ties linking companies	[SW2] presentation/project/paper/report
	[EKONMU2_U02] can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences	E2_U02 The student is able to use his/her knowledge to describe, analyse the causes and course of economic processes and phenomena and the influence of various conditions on the choice of specific business models in the maritime sectors.	[SU2] presentation/project/paper/report
	[EKONMU2_K01] recognises the importance of knowledge in the field of economics in the process of identifying and solving economic problems and of consulting experts when having difficulties in solving them independently	E2_K01 The student understands the importance of knowledge of economics in the process of identifying and solving business model problems in the maritime sectors and of being assisted by expert opinion when encountering difficulties in solving them independently	[SK2] presentation/project/paper/report
	[EKONMU2_K02] is aware of the level of his/her knowledge in the field of economics; understands the need to extend and update this knowledge throughout his/her life	E2_K02 The student is aware of the level of his/her knowledge in the area of business models in maritime sectors and understands the need to deepen and update this knowledge throughout the lifetime	[SK2] presentation/project/paper/report
	[EKONMU2_W03] has an in-depth knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres	E2_W03 The student has in-depth knowledge on relations between phenomena, entities and economic organisations and public institutions operating in the maritime sectors	[SW2] presentation/project/paper/report
Subject contents	1. Business models - theoretical background 2. Business models in blue economy sectors in Poland 3. Specifics of Polish conditions for business development in blue economy sectors 4. Case studies from EU countries, UK, Norway, China and USA 5. Megatrends, innovations and the administrative-legal framework for business development in selected maritime sectors Any doubts regarding the issues discussed during classes can be discussed during consultations.		
Prerequisites and co-requisites	Basic knowledge of maritime sectors		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	33.0%
		51.0%	67.0%
Recommended reading	Basic literature	1. Jabłońska-Przywecka K. A., Modele biznesowe przedsiębiorstw związane z funkcjonowaniem elektrowni wiatrowych w Polsce, Wydawnictwo Naukowe FNCE, 2020.	
		2. Drzewiecki J., Model biznesu jako narzędzie zarządzania strategicznego: zastosowanie, dylematy i wyzwania, [w:] Przedsiębiorczość i Zarządzanie, red. B. Koźuch, 2013, t. XIV, z. 13, cz. II, r, s. 65-76.	
		3. Specific business models in the wind energy field in the European Union: Comparative study on Romania and Germany, https://www.researchgate.net/publication/282713850_Specific_business_models_in_the_wind_energy_field_in_the_Union_Comparative_study_on_Romania_and_Germany	

	Supplementary literature	1. Gołębiowski T., Dudzik T.M., Lewandowska M., Witek-Hajduk M., 2008, Modele biznesu polskich przedsiębiorstw, Szkoła Główna Handlowa w Warszawie, Warszawa. 2. Miętkiewicz R., Chyła T., Morska Energetyka Wiatrowa w Polsce A.D. 2021 wyzwania, Centrum Informacji o Rynku Energii, cire.pl 3. Drożdż W., Mróz-Malik O. J., Challenges for the Polish energy policy in the field of offshore wind energy development, "Polityka Energetyczna - Energy Policy Journal", 2020, Volume 23, Issue 1, s. 5-18, DOI: 10.33223/epj/119071 4. Offshore Wind Worldwide Regulatory Framework in Selected Countries, 2nd Edition, Hogan Lovells International LLP, April 2021. 5. Przewodnik po systemie wsparcia dla morskich elektrowni wiatrowych na Bałtyku, Polskie Stowarzyszenie Energetyki Wiatrowej, sierpień 2020. 6. Urbanyi-Popiołek I., Kierunki rozwoju turystyki morskiej na Morzu Bałtyckim, "Studia i Materiały Instytutu Transportu i Handlu Morskiego" 2013, nr 10. 7. Program rozwoju polskich portów morskich do 2030 roku, Ministerstwo Gospodarki Morskiej i Żeglugi Śródlądowej, Warszawa 2019. 8. Akwakultura 2027. Plan strategiczny rozwoju chowu i hodowli ryb w Polsce w latach 2021-2027, Instytut Rybactwa Śródlądowego im. S Sakowicza w Olsztynie. 9. Battistella C., Cagnina M.R., Cicero L., Preghenella N., Sustainable Business Models of SMEs: Challenges in Yacht Tourism Sector, "Sustainability" 2018, 10, 3437; doi:10.3390/su10103437 10. Business model innovation for sustainable energy: how German municipal utilities invest in offshore wind Energy, International Journal of Technology Management Vol. 63, No. 1-2 https://www.inderscienceonline.com/doi/abs/10.1504/IJTM.2013.055578 11. Rozwój morskiej energetyki wiatrowej w basenie Morza Bałtyckiego, Raport Polskiego Stowarzyszenia Energetyki Wiatrowej, wrzesień 2020. 12. Offshore Wind in Europe. Key trends and statistics 2020, windeurope.org, February 2021.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Preparation (in teams of 3-4 persons) of a characterisation of the business model for a selected enterprise in the maritime sector and a SWOT analysis in the form of: 1) presentation of results in class (abridged version) and 2) in the form of a written report	
Work placement	Not applicable	

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