

Subject card

Subject name and code	Business Models of Companies, PG_00172699						
Field of study	Business and Environmental Technology						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
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		2.0		
Learning profile	academic		Assessment form		credit		
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	0.0	8.0	0.0	0.0	0.0	8
	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	8		7.0		35.0	50
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 proposes solutions for designing innovative business models for enterprises from various industries.	[SU2] 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 plans the stages of building a business model and monitors their implementation in both individual and team work.	[SK2] 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 describes the principles of designing business models in individual entrepreneurship.	[SW2] 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 uses economic knowledge to critically evaluate the effectiveness of selected business models.	[SU2] 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 knowledge about the functioning of business models in the context of organizational and market structures.	[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 analyzes the evolution of business models and changes in the structures of economic institutions.	[SW2] presentation/project/paper/report
	[BiTEMU2_K02] is able to cooperate and work in a group, assuming responsible roles	The student effectively cooperates in a team while developing business models, taking on responsible roles.	[SK2] presentation/project/paper/report
Subject contents	[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 business models and evaluates them using appropriate research methods. [SU2] presentation/project/paper/report		
	1. Business model design - medical sciences, analysis and discussion2. Designing a business model of an innovative technology company - practical example, analysis and assessment of effectiveness factors3. Designing a business model for an innovative company in the field of natural sciences - a practical example, analysis of the possibilities of using design methods4. Designing a business model for an innovative company in the field of humanities and social sciences - practical example, analysis and construction of own proposals Any questions or concerns related to the course and the topics discussed may be clarified by the student during consultations with the instructor.		
Prerequisites and co-requisites	No requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project	51.0%	100.0%
Recommended reading	Basic literature	1. T. Gołębiewski (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	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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