

Subject card

Subject name and code	Business strategies in media enterprises, PG_00167034						
Field of study	Audiovisual Production						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2026/2027	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study Humanistic-social subject group Subject group related to practical vocational preparation	
Mode of study	part-time studies		Mode of delivery			at the university	
Year of study	1		Language of instruction			Polish	
Semester of study	2		ECTS credits			1.0	
Learning profile	practical		Assessment form			credit	
Conducting unit	Division of Audiovisual Production -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grzegorz Fortuna-Skowron				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	10.0	0.0	0.0	0.0	0.0	10
	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	10		1.0		14.0	25
Subject objectives	The student gains knowledge about business planning and types of business strategies. They learn how to achieve and sustain competitive advantage and understand what constitutes success for a company.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[PFAL3_W12] He/she knows the basics of management necessary to run an audiovisual production business		The student acquires knowledge in strategic management, with a specific focus on the conditions of the media market.			[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task	
	[PFAL3_W05] He/she understands the specifics of audiovisual production.		The student is familiar with basic strategic methodology and adeptly selects tools to meet specific business requirements in the film production market.			[SW1] oral statement/ conversation/discussion	
	[PFAL3_U07] Can run a company on the audiovisual market.		The student can solve basic problems associated with the early stages of running their own business in the media market.			[SU4] test/exam - oral or written [SU6] demonstration of practical skills	
	[PFAL3_U05] He/she has the ability to assess the value of an audiovisual project from a commercial point of view.		The student selects and applies strategies (including adapting various forms of revenue generation to their ideas) and can effectively assess their prospects for future commercialization			[SU1] oral statement/conversation/ discussion [SU8] observation of student's independent or team work	
	[PFAL3_K02] He/she is prepared to take an active part in the activities of institutions, organizations and social groups involved in audiovisual production.		The student acquires holistic and proactive action competencies in the audiovisual business sphere.			[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written [SK8] observation of student's independent or team work	

Subject contents	- Creating a strategic plan and understanding profit sources according to A. Slywotzky - Analysis of the media market in Poland; strategic analyses - Business Model Canvas - Strategic thinking; key performance indicators - Organizational analysis		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Oral presentation	51.0%	70.0%
	Active participation in classes	80.0%	30.0%
Recommended reading	Basic literature	B. Tracy, Strategie biznesowe, MT Biznes 2017. Slywotzky, A.J., Morisson, D.J., Andelman, B. (2000). Strefa zysku. Warszawa: PWE https://www.parp.gov.pl/publications/publication/jak-przygotowac-dobry-business-model-canvas	
	Supplementary literature	https://timo.wz.uw.edu.pl/wp-content/uploads/2016/09/20-Marcin-Kardas-Poj%C4%99cia-i-typy-modeli-biznesu-Klincewicz-Krzysztof-red-Zarzadzanie-organizacje-i-organizowanie.pdf	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Linking a chosen concept of a firm business with profit sources according to A. Slywotzky.		
Work placement	Not applicable		

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