University of Gdańsk

Subject card

Subject name and code	Contemporary Business Models, PG_00199049						
Field of study	Economics						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
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		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Andrzej Letkiewicz				
	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		2.0		8.0	25
Subject objectives	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.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_W03] knows the relations between economic agents and social organisations operating in the national, international and intercultural arenas	has advanced knowledge of the relationships between economic entities and public institutions operating within value chains	[SW4] test/exam - oral or written
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	is aware of the possibilities and principles of seeking expert opinions in the event of difficulties in solving cognitive problems independently	[SK4] test/exam - oral or written
	[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	is aware of the level of his/her knowledge in the field of building value chains and understands the need to deepen it	[SK4] test/exam - oral or written
	[EKONL3_W06] has 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	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	[SW4] test/exam - oral or written
	[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	knows the types of relationships between entities and consumers and the rules that govern them	[SW4] test/exam - oral or written
	[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	is able to use theoretical knowledge and obtain data to analyze the processes of creating value for the customer and analyze this process	[SU4] test/exam - oral or written
	[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	is able to analyze the process of creating value for the customer and accurately analyze this process using adequate methods and economic tools	[SU4] test/exam - oral or written
	[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	is able to apply knowledge of economics, finance and management sciences to explain the essence of business models	[SU4] test/exam - oral or written

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,

Any doubts related to the course topics and questions regarding the material covered are discussed during consultations. Participating in consultations allows for clarification of substantive issues and a deeper understanding of the issues related to the subject.

Prerequisites and co-requisites

The student should understand the principles of enterprise management.

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><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></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>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</td></tr>
<tr><td>Supplementary literature</td><td>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</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2"></td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
</table>

Document generated electronically. Does not require a seal or signature.