University of Gdańsk

Subject card

Subject name and code	Business Models of Companies, PG_00199738						
Field of study	Business and Environmental Technology						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2027/2028			
Education level	Master's studies		Subject group	Obligatory subject group in the field of study 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	3		ECTS credits	5.0			
Learning profile	academic		Assessment form	exam			
Conducting unit	Department of Macroeconomics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Andrzej Poszewiecki				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	7.0	8.0	0.0	15.0	0.0	30
	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	30		0.0	95.0	125	
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_K03] understands the need to properly set priorities, plan and organize tasks related to their implementation, as well as monitor and evaluate progress	The student plans and organizes the stages of creating and analyzing business models, monitoring the results achieved.	[SK2] presentation/project/paper/ report
	[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 optimizing business models for selected enterprises.	[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 of the processes of creating business models and their role in organizational structures of enterprises.	[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 understands the evolution of business models and changes in economic structures of enterprises.	[SW2] presentation/project/paper/ report
	[BiTEMU2_K02] understands the need to cooperate and work in a group, assuming responsible roles within it	The student cooperates in a group while developing business models, taking on responsible tasks. The student consults the project progress during consultations.	[SK2] presentation/project/paper/ report
	[BiTEMU2_W08] provides an in-depth description of the principles of creating and developing forms of individual entrepreneurship using knowledge from the field of economic sciences	The student describes the process of creating business models in individual entrepreneurship.	[SW2] presentation/project/paper/ report
	[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 analyzes company business models, assessing their effectiveness in theoretical and practical contexts.	[SU2] 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 functioning of business models in various industries.	[SU2] presentation/project/paper/ report

<table>
<tr><td>Subject contents</td><td>1. Typical business models1.1. Characterization of the features of the business model1.2. Typical business models of enterprises - differentiating factors1.3. Characteristics of the main typical models based on the literature1.4. Typical and innovative business models2. Innovative business models2.1. Characteristics of an innovative business model2.2. Factors of durability of the innovation model2.3. The human factor in the innovation model2.4. Difficulties in implementing an innovative business model and how to overcome them2.5. Mature innovative business model - characteristics3. Business models of technology, media and entertainment companies - empirical analysis of practical cases3.1. Business models of technology companies3.2. Business models of companies related to media and information dissemination3.3. Business models of companies related to the entertainment industry4. Designing the business model of an innovative company4.1. Formulating proposals for the client4.2. Setting marketing goals - Customers (market segments)4.3. Description of the value chain in which the company will operate4.4. Building company resources and competences supporting the company's position in the value chain4.5. Economic calculation - determining the basic elements of income and costs4.6. Positioning the company in the value chain4.7. Building a competitive strategy5. Creative business solutions and their use in designing business models5.1. Methods of creative thinking and idea generation - an overview5.2. Creative thinking in business and its use in designing business models5.3. Ways to implement creative business models5.4. The main causes of failures in implementing creative business models and how to counteract them6. Business models of spin-off companies6.1. The essence and essential elements of the business model6.2. Comparison of the basic business models of spin-off companies6.3. Constructing your own business model of a spin-off company7. Business model analysis8. Main methods of designing business models

Any questions or concerns related to the course and the topics discussed may be clarified by the student during consultations with the instructor.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>No requirements</td></tr>
<tr><td>Assessment methods and criteria</td><td><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>project</td><td>51.0%</td><td>100.0%</td></tr></table></td></tr>
<tr><td>Recommended reading</td><td><table><tr><td>Basic literature</td><td>A. Literatura wymagana do ostatecznego zaliczenia zajęć (zdania egzaminu):
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</td></tr><tr><td>Supplementary literature</td><td>Przedsiebiorczość technologiczna i intelektualna XXI wieku, praca zbiorowa pod red. Mieczysława Baka i Przemysława Kulawczuka, KIG, Warszawa 2009</td></tr><tr><td>eResources addresses</td><td></td></tr></table></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td></td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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