

Subject card

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|--|--|--|------------------------|-------------------------------------|---------|-------------------|-----|
| Subject name and code | Business Models of Companies, PG_00081032 | | | | | | |
| Field of study | Business and Environmental Technology | | | | | | |
| Date of commencement of studies | October 2023 | Academic year of realisation of subject | | | | 2024/2025 | |
| 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 | | | | 3.0 | |
| 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 | | dr Andrzej Poszewiecki | | | | |
| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 7.0 | 0.0 | 0.0 | 0.0 | 0.0 | 7 |
| | 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 | 7 | | 0.0 | | 0.0 | 7 |
| 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 | As a result of completing the course, the student: 1) is able to cooperate and work in a group, assuming responsible roles in it; 2) is able to properly define priorities and plan and organize tasks related to their implementation, as well as monitor and evaluate progress. | [SK4] test/exam - oral or written |
| | [BiTEMU2_U04] independently analyzes economic phenomena and processes, makes a theoretical assessment of these phenomena in selected areas, using an appropriately selected research method | 1) The ability to analyze business models of existing enterprises in order to determine their strengths and weaknesses and diagnose how they can be improved. 2) The ability to design a coherent and logical business model of the enterprise and determine the framework conditions in which it can be implemented. 3) Ability to formulate essential tasks, resources and a system for monitoring the implementation of the business model. | [SU4] test/exam - oral or written |
| | [BiTEMU2_U03] independently proposes solutions to a specific economic problem and carries out procedures for making decisions in this area | 1) The ability to analyze business models of existing enterprises in order to determine their strengths and weaknesses and diagnose how they can be improved. 2) The ability to design a coherent and logical business model of the enterprise and determine the framework conditions in which it can be implemented. 3) Ability to formulate essential tasks, resources and a system for monitoring the implementation of the business model. | [SU4] test/exam - oral or written |
| | [BiTEMU2_U02] uses in practice various forms and scope of acquired economic knowledge, complementing it with a critical analysis of effectiveness and usefulness | 1) The ability to analyze business models of existing enterprises in order to determine their strengths and weaknesses and diagnose how they can be improved. 2) The ability to design a coherent and logical business model of the enterprise and determine the framework conditions in which it can be implemented. 3) Ability to formulate essential tasks, resources and a system for monitoring the implementation of the business model. | [SU4] test/exam - oral or written |
| | [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 | 1) has in-depth knowledge of economic processes, phenomena, entities, structures and institutions as well as the detailed principles of their functioning; 2) 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; 3) describes the principles of creating and developing forms of individual entrepreneurship using knowledge from the field of economic sciences. - in the field of constructing, analyzing and improving business models of various types of enterprises, - regarding the role of the human factor in enterprise business models, - in terms of examples of the construction and functioning of business models in entrepreneurship. | [SW4] test/exam - oral or written |

| | Course outcome | Subject outcome | Method of verification |
|--|---|---|--|
| | [BiTEMU2_W03] has in-depth knowledge of economic processes, phenomena, entities, structures and institutions as well as the detailed principles of their functioning | 1) has in-depth knowledge of economic processes, phenomena, entities, structures and institutions as well as the detailed principles of their functioning; 2) 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; 3) describes the principles of creating and developing forms of individual entrepreneurship using knowledge from the field of economic sciences. - in the field of constructing, analyzing and improving business models of various types of enterprises, - regarding the role of the human factor in enterprise business models, - in terms of examples of the construction and functioning of business models in entrepreneurship. | [SW4] test/exam - oral or written |
| | [BiTEMU2_W08] describes the principles of creating and developing forms of individual entrepreneurship using knowledge from the field of economic sciences at an advanced level | 1) has in-depth knowledge of economic processes, phenomena, entities, structures and institutions as well as the detailed principles of their functioning; 2) 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; 3) describes the principles of creating and developing forms of individual entrepreneurship using knowledge from the field of economic sciences. - in the field of constructing, analyzing and improving business models of various types of enterprises, - regarding the role of the human factor in enterprise business models, - in terms of examples of the construction and functioning of business models in entrepreneurship. | [SW4] test/exam - oral or written |
| | [BiTEMU2_K02] understands the need to cooperate and work in a group, assuming responsible roles within it | As a result of completing the course, the student: 1) is able to cooperate and work in a group, assuming responsible roles in it; 2) is able to properly define priorities and plan and organize tasks related to their implementation, as well as monitor and evaluate progress. | [SK2] presentation/project/paper/report [SK6] demonstration of practical skills |

| Subject contents | <p>A. Topics of the lecture</p> <p>1. Typical business models</p> <p>1.1. Characterization of the features of the business model</p> <p>1.2. Typical business models of enterprises - differentiating factors</p> <p>1.3. Characteristics of the main typical models based on the literature</p> <p>1.4. Typical and innovative business models</p> <p>2. Innovative business models</p> <p>2.1. Characteristics of an innovative business model</p> <p>2.2. Factors of durability of the innovation model</p> <p>2.3. The human factor in the innovation model</p> <p>2.4. Difficulties in implementing an innovative business model and how to overcome them</p> <p>2.5. Mature innovative business model - characteristics</p> <p>3. Business models of technology, media and entertainment companies - empirical analysis of practical cases</p> <p>3.1. Business models of technology companies</p> <p>3.2. Business models of companies related to media and information dissemination</p> <p>3.3. Business models of companies related to the entertainment industry</p> <p>4. Designing the business model of an innovative company</p> <p>4.1. Formulating proposals for the client</p> <p>4.2. Setting marketing goals - Customers (market segments)</p> <p>4.3. Description of the value chain in which the company will operate</p> <p>4.4. Building company resources and competences supporting the company's position in the value chain</p> <p>4.5. Economic calculation - determining the basic elements of income and costs</p> <p>4.6. Positioning the company in the value chain</p> <p>4.7. Building a competitive strategy</p> <p>5. Creative business solutions and their use in designing business models</p> <p>5.1. Methods of creative thinking and idea generation - an overview</p> <p>5.2. Creative thinking in business and its use in designing business models</p> <p>5.3. Ways to implement creative business models</p> <p>5.4. The main causes of failures in implementing creative business models and how to counteract them</p> <p>6. Business models of spin-off companies</p> <p>6.1. The essence and essential elements of the business model</p> <p>6.2. Comparison of the basic business models of spin-off companies</p> <p>6.3. Constructing your own business model of a spin-off company</p> <p>7. Business model analysis</p> <p>8. Main methods of designing business models</p> | | | | | | | | |
|--|--|--|--|--------------------------|-------------------|-------------------------------|------|-------|--------|
| Prerequisites and co-requisites | | | | | | | | | |
| Assessment methods and criteria | <table border="1"> <thead> <tr> <th data-bbox="454 853 794 887">Subject passing criteria</th> <th data-bbox="799 853 1139 887">Passing threshold</th> <th data-bbox="1144 853 1482 887">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="454 893 794 920">Exam</td> <td data-bbox="799 893 1139 920">50.0%</td> <td data-bbox="1144 893 1482 920">100.0%</td> </tr> </tbody> </table> | | | Subject passing criteria | Passing threshold | Percentage of the final grade | Exam | 50.0% | 100.0% |
| Subject passing criteria | Passing threshold | Percentage of the final grade | | | | | | | |
| Exam | 50.0% | 100.0% | | | | | | | |
| Recommended reading | Basic literature | <p>1. T. Gołębiewski (red), Modele biznesu polskich przedsiębiorstw, SGH 2008</p> <p>2. Modele biznesowe budowy i rozwoju firm spin off na podbudowie szkoły wyższej, praca zbiorowa, IBnDiPP, Warszawa 2010</p> <p>3. Modele biznesowe przedsiębiorstw tworzonych na bazie szkół wyższych, IBnDiPP, Warszawa 2011</p> | | | | | | | |
| | Supplementary literature | <p>1. Przedsiębiorczość technologiczna i intelektualna XXI wieku, praca zbiorowa pod red. Mieczysława Baka i Przemysława Kulawczuka, KIG, Warszawa 2009</p> | | | | | | | |
| | eResources addresses | | | | | | | | |
| Example issues/ example questions/ tasks being completed | | | | | | | | | |
| Work placement | Not applicable | | | | | | | | |

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