

**Subject card**

<b>Subject name and code</b>	Business Models of Companies, PG_00081033						
<b>Field of study</b>	Business and Environmental Technology						
<b>Date of commencement of studies</b>	October 2023	<b>Academic year of realisation of subject</b>				2024/2025	
<b>Education level</b>	Master's studies	<b>Subject group</b>					
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>				at the university	
<b>Year of study</b>	2	<b>Language of instruction</b>				Polish	
<b>Semester of study</b>	3	<b>ECTS credits</b>				2.0	
<b>Learning profile</b>	academic	<b>Assessment form</b>				credit	
<b>Conducting unit</b>	Department of Macroeconomics -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Andrzej Poszewiecki				
	<b>Teachers</b>		dr Andrzej Poszewiecki				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	8.0	0.0	0.0	0.0	8
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	8		0.0		0.0	8
<b>Subject objectives</b>	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_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
	[BiTEMU2_U04] independently analyzes economic phenomena and processes, makes a theoretical assessment of these phenomena in selected areas, using an appropriately selected research method	As a result of completing the course, the student: 1) has the ability to use in practice various forms and scope of acquired economic knowledge, supplementing it with a critical analysis of effectiveness and usefulness; 2) has the ability to independently propose solutions to a specific economic problem and carry out procedures for making decisions in this area; 3) has the ability to understand and independently analyze economic phenomena and processes, extended by the ability to theoretically in-depth assess these phenomena in selected areas, using an appropriately selected research method. - in the field of building, analyzing and improving business models of enterprises, - in terms of the involvement of the human factor and resources in creating business models of enterprises.	[SU2] 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 at an advanced level	As a result of completing the course, the student: 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.	[SW2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	<p>[BiTEMU2_U02] uses in practice various forms and scope of acquired economic knowledge, complementing it with a critical analysis of effectiveness and usefulness</p>	<p>As a result of completing the course, the student:</p> <ol style="list-style-type: none"> <li>1) has the ability to use in practice various forms and scope of acquired economic knowledge, supplementing it with a critical analysis of effectiveness and usefulness;</li> <li>2) has the ability to independently propose solutions to a specific economic problem and carry out procedures for making decisions in this area;</li> <li>3) has the ability to understand and independently analyze economic phenomena and processes, extended by the ability to theoretically in-depth assess these phenomena in selected areas, using an appropriately selected research method.</li> </ol> <ul style="list-style-type: none"> <li>- in the field of building, analyzing and improving business models of enterprises,</li> <li>- in terms of the involvement of the human factor and resources in creating business models of enterprises.</li> </ul>	<p>[SU2] presentation/project/paper/report</p>
	<p>[BiTEMU2_U03] independently proposes solutions to a specific economic problem and carries out procedures for making decisions in this area</p>	<p>As a result of completing the course, the student:</p> <ol style="list-style-type: none"> <li>1) has the ability to use in practice various forms and scope of acquired economic knowledge, supplementing it with a critical analysis of effectiveness and usefulness;</li> <li>2) has the ability to independently propose solutions to a specific economic problem and carry out procedures for making decisions in this area;</li> <li>3) has the ability to understand and independently analyze economic phenomena and processes, extended by the ability to theoretically in-depth assess these phenomena in selected areas, using an appropriately selected research method.</li> </ol> <ul style="list-style-type: none"> <li>- in the field of building, analyzing and improving business models of enterprises,</li> <li>- in terms of the involvement of the human factor and resources in creating business models of enterprises.</li> </ul>	<p>[SU2] presentation/project/paper/report</p>

	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	As a result of completing the course, the student: 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.	[SW2] presentation/project/paper/report
	[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.	[SK2] 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	As a result of completing the course, the student: 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.	[SW2] presentation/project/paper/report
Subject contents	<p>1. Business model design - medical sciences, analysis and discussion 2. Designing a business model of an innovative technology company - practical example, analysis and assessment of effectiveness factors 3. Designing a business model for an innovative company in the field of natural sciences - a practical example, analysis of the possibilities of using design methods 4. Designing a business model for an innovative company in the field of humanities and social sciences - practical example, analysis and construction of own proposals</p>		

Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project	50.0%	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	1.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		

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