



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Business models

### Course

Field of study

Engineering Management

Area of study (specialization)

Year/Semester

1/2

Profile of study

Level of study

Second-cycle studies

Form of study

full-time

Course offered in

english

Requirements

elective

### Number of hours

Lecture

15

Laboratory classes

Other (e.g. online)

Tutorials

15

Projects/seminars

### Number of credit points

2

### Lecturers

Responsible for the course/lecturer:

dr Daria Motąła

Faculty of Engineering Management

email: [daria.motala@put.poznan.pl](mailto:daria.motala@put.poznan.pl)

ul. J. Rychlewskiego 2

60-965 Poznań

Responsible for the course/lecturer:

dr hab. Hanna Włodarkiewicz - Klimek, prof. PP

Faculty of Engineering Management

email: [hanna.wlodarkiewicz-klimek@put.poznan.pl](mailto:hanna.wlodarkiewicz-klimek@put.poznan.pl)

ul. J. Rychlewskiego 2

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### Prerequisites

Knowledge: students have a basic knowledge of how companies operate.

Skills: students are able to analyze the organization's functioning in the environment and internal conditions of operation; on their basis they can formulate the company's goals.

Social competences: students actively and willingly undertake entrepreneurial activities and work in a group



### Course objective

To familiarize students with the problems of the organization in the form of various models. Developing an action plan and product type that can be offered in the model selected for analysis.

### Course-related learning outcomes

#### Knowledge

1. knows very well the methods and tools for modeling information and decision-making processes
2. has knowledge of internal dependencies occurring in organizations and knowledge of relationships between organizational units of an enterprise, as well as between the enterprise and elements of its environment
3. knows the methods of obtaining data on the behavior of market participants
4. has knowledge about the nature, changes and ways of interaction of organizations
5. known general principles of starting and developing various forms of entrepreneurship

#### Skills

1. has the ability to use knowledge in the field of enterprise analysis and conditions of their functioning,
2. can make a critical analysis of the effectiveness and usefulness of applied knowledge
3. has the ability to independently propose solutions in the selection of the enterprise's business model and the manner of its implementation
4. is able to properly analyze the causes and course of processes in the environment of the enterprise and make appropriate conclusions based on them
5. can be responsible for own work and team tasks, as well as manage team work

#### Social competences

1. is aware of the interdisciplinary knowledge and skills needed to select and develop an appropriate business model in relation to the identified operating conditions
2. can see the cause-and-effect relationships occurring in the operation of selected business models and rank the importance of alternative or competitive tasks and representatives of the environment
3. knows how to initiate actions for the business models selected for implementation
4. knows how to plan and manage business ventures

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

#### Lectures

Formative assessment: dialogue with students allowing to check their knowledge of previously implemented topics



Summative assessment: final exam in the form of a test or short descriptive questions; passing threshold 50%

Tutorials:

Formative assessment: development of individual, successive elements of exercises that are subject to systematic verification by the teacher

Summative assessment: the sum of points from individual exercises; passing threshold 50%

### **Programme content**

Lecture:

1. Definition and the essence of the concept of a business model
2. The canvas of the business model and its elements
3. Agility model of a knowledge-based organization
4. Business models used in creating new strategies
5. Designing business models
6. Internet business models
7. Network business models
8. Analysis of sample business models

Tutorials:

1. Model selection for analysis - setting goals and area of activity
2. Analysis of current and potential clients and their expectations
3. Developing a value proposition for the customer
4. Multi-faceted analysis of the environment of the selected model
5. Initial assumptions for the implementation of the model
6. Development, presentation and testing of the prototype

### **Teaching methods**

Informative lecture with elements of a seminar lecture. Seminar discussion.

Practice method in the form of auditorium and project exercises.

### **Bibliography**



Basic

Osterwalder A. Pigneur Y. "Business Model Generation: A Handbook for Visionares, Game Changers, and Challengers,Wiley John & Sons, 2010

Pijl P., Lokitz J., Solomon L.K." Design a Better Business: New Tools, Skills, and Mindset for Strategy and Innovation, Wiley John & Sons, 2016

Additional

Doligalski T. (red.) "Modele biznesu w Internecie. Teoria i studia przypadków polskich firm" PWN 2014

Duczowska-Piasecka M. (red.) "Model biznesu. Nowe myślenie strategiczne" Difin 2013

**Breakdown of average student's workload**

|                                                                                                                                                     | Hours | ECTS |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------|------|
| Total workload                                                                                                                                      | 60    | 2,0  |
| Classes requiring direct contact with the teacher                                                                                                   | 30    | 1,0  |
| Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) <sup>1</sup> | 30    | 1    |

<sup>1</sup> delete or add other activities as appropriate