COURSE DESCRIPTION CARD - SYLLABUS

Course name
Business Models [N2IZarz1>MBP]

Course

Field of study
Engineering Management

Year/Semester
1/2

Area of study (specialization)
Managing Enterprise of the Future

Profile of study
general academic

Level of study
second-cycle

Course offered in
Polish

Form of study
part-time

Requirements
elective

Number of hours

Lecture
8

Laboratory classes
0

Other
0

Tutorials
10

Projects/seminars
0

Number of credit points

2,00

Coordinators

dr Daria Motała
daria.motala@put.poznan.pl

Lecturers

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:
The student characterizes methods and tools for modeling information and decision-making processes used in designing business models [P7S_WG_02].
The student distinguishes the relationships that occur in network organizations and analyzes their impact on business models, including network business models [P7S_WG_06].
The student describes methods of obtaining market and customer behavior data that are necessary for

analyzing and creating business models [P7S_WG_07].
The student explains ethical standards and their impact on business models, including the ethics of creating and implementing business strategies [P7S_WK_01].
The student defines the principles of creating and developing business models, using knowledge of technology, economics and management [P7S_WK_03].

Skills:
The student analyzes the effectiveness of different business models and their applicability in different contexts, using the acquired knowledge [P7S_UW_03].
The student independently designs business models, taking into account the analysis of the environment, customer needs and the proposed value for the customer [P7S_UW_04].
The student interprets social, cultural, political, legal, economic phenomena and their impact on business models [P7S_UW_06].
The student analyzes business processes, formulates hypotheses on the effectiveness of business models and verifies them [P7S_UW_07].

Social competences:
The student identifies and describes various disciplines and their contributions to the business model development process and demonstrates the ability to work effectively in interdisciplinary teams by participating in business model development projects or simulations [P7S_KK_01].
The student identifies cause and effect relationships in the business model design process and assesses their relevance [P7S_KK_02].
The student initiates actions for innovative business projects, implementing new ideas and strategies [P7S_KO_02].
The student plans and manages business ventures, including implementation and testing of business model prototypes [P7S_KO_03].

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: 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

The lecture covers the definition and concept of a business model, the model template and its elements, and the agility of a knowledge-based organization. It also includes a discussion of business models in the context of creating strategies, designing and their application on the Internet and in networks. Sample business models are analyzed.

In the exercises, participants select a model for analysis, indicating the goals and area of operation. They conduct an analysis of customers, their expectations and develop a value proposition. Then they perform a multi-faceted analysis of the model's environment, prepare preliminary assumptions for its implementation and create, present and test a prototype.

Course topics

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

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,00
Classes requiring direct contact with the teacher	20	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	30	1,00