COURSE DESCRIPTION CARD - SYLLABUS

Course name
Business models [S1DSwB1>MB]

Course

Field of study
Data Science in Business

Year/Semester
4/7

Area of study (specialization)
–

Profile of study
general academic

Level of study
first-cycle

Course offered in
Polish

Form of study
full-time

Requirements
elective

Number of hours

Lecture
15

Laboratory classes
0

Other
0

Tutorials
15

Projects/seminars
0

Number of credit points

3,00

Coordinators

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

Lecturers

Prerequisites

Information on the Basics of Management. The student has basic knowledge of the principles of operation of enterprises. The student is able to analyze the operation of organizations related to the environment and internal conditions.

Course objective

Familiarizing students with the issues of organizational operation in the form of various models. Developing an action plan and a product that can be offered in the model selected for analysis.

Course-related learning outcomes

Knowledge:
Characterizes the concept of business models, their elements, and their role in creating organizational strategies [DSB1_W01]
Analyzes different types of business models, including organizational agility models and their application in a dynamic market environment [DSB1_W04]
Describes tools and methods for designing business models, including the Osterwalder model and its application in business analysis [DSB1_W09]

Explains the impact of the market environment, customers, partners, and resources on the design and functioning of business models [DSB1_W10]

Skills:
Analyzes the structure and functioning of different business models, evaluating their effectiveness and implementation potential [DSB1_U02].
Designs business models, considering customer analysis, value propositions, key partners, and available resources [DSB1_U03].
Uses tools for analyzing the business environment to assess potential opportunities for developing a business model [DSB1_U06].
Interprets market and business data, using it to optimize business models [DSB1_U10].
Effectively collaborates in project teams, creating and testing business model prototypes in the context of the real market [DSB1_U14].

Social competences:
Takes initiatives related to implementing and developing business models, considering their impact on the organization and its environment [DSB1_K04].
Considers ethical and social aspects in the process of designing business models, striving for sustainable development of the organization [DSB1_K05].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lectures: formative assessment - tests checking knowledge after each presented part of material, constituting a coherent topic, summative assessment - summary of points collected during the semester. The pass threshold is 50%.
Exercises: formative assessment - development of individual, consecutive elements of exercises, which are subject to systematic verification by the instructor, summative assessment - sum of points from individual exercises. The pass threshold is 50%.

Programme content

The lecture discusses the definition of a business model, its elements, models of organizational agility and their application in creating strategies. It also touches on aspects of business model design, discusses selected models known on the Internet and network business models. The exercises include developing a comprehensive business model based on the assumptions of the Osterwalder model. It is developed on the basis of the adopted business assumptions and includes customer analysis with a value proposition, research of the environment with possible partners and resource availability. Finally, a prototype is created to indicate the operation of the model in reality.

Course topics

Lecture:
1. Definition and concept of the business model
2. Business model template and its elements
3. Model of agility of a knowledge-based organization
4. Business models in creating new strategies
5. Designing business models
6. Business models on the Internet
7. Network business models
8. Sample business models

Exercises:
1. Familiarization with the model scheme and development of business assumptions
2. Customer analysis
3. Value proposition for the customer and their environment
4. Analysis of the environment in which the model is implemented
5. Indication of key partners and resources necessary for the implementation of the model
6. Translating the model into daily actions and tasks
7. Development and implementation of a prototype
8. Presentation of the model and product

Teaching methods

Informative lecture with elements of a conversational lecture. Seminar discussion.
Practice method in the form of auditorium and project exercises.

Bibliography

Basic:
Osterwalder A. Pigneur Y. "Tworzenie modeli biznesowych - Podręcznik wizjonera", Onepress 2022
Pijl P., Lokitz J., Solomon L.K., "Nowoczesne projektowanie modeli biznesowych", Helion 2018

Additional:
Osterwalder A., Clark T., Pigneur Y., Alan S., Hazen B. Model biznesowy Ty, Onepress 2024
Gassmann O., Frankenberger K., Csik M., Nawigator Modelu Biznesowego. 55 modeli, które zrewolucjonizują Twój biznes, Onepress 2016

Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,00
Classes requiring direct contact with the teacher	30	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	45	2,00