COURSE DESCRIPTION CARD - SYLLABUS

Course name
Business Models [S2IZarz1E>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
English

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

2,00

Coordinators

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Lecturers

Prerequisites

The student possesses knowledge in the areas of business management, strategic management, and macroeconomics. They have the ability to identify, connect, and interpret phenomena occurring within the enterprise as well as in its environment.

Course objective

The aim of the course is to familiarize students with the concepts, structure, and functioning of contemporary business models, as well as to develop their skills in analyzing, designing, and evaluating them in the context of a changing market environment. Students learn to identify and create models that support innovation and the competitive advantage of enterprises

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:

The knowledge acquired during the lecture is verified through a final test conducted after the last lecture. The test consists of five questions. The passing threshold is 50% of the total points (grade: satisfactory).

The knowledge acquired during the practical classes is verified based on the completion of individual tasks included in the course program. Each task is graded with points. The passing threshold is 50% of the total points (grade: satisfactory).

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

Course topics

Lecture: The lecture covers the essence and importance of business models in the modern economy and

their role in creating value for both the customer and the enterprise. Classical and modern business model concepts are presented, including the Business Model Canvas, Lean Canvas, and digital models. The program includes the analysis of business model components, relationships with the environment, model innovation, and adaptation to technological and market changes. Students learn about examples of models used in various industries and tools supporting their design and performance evaluation.

Practical classes: The practical classes focus on the application of business model concepts in analyzing and designing solutions for selected enterprises. Students develop and present their own business models using tools such as the Business Model Canvas and Lean Canvas. The classes include case studies of innovative models from different sectors of the economy and simulations of business decision-making. The exercises develop teamwork skills, the ability to analyze value propositions, and to identify sources of competitive advantage.

Teaching methods

Lecture: A monographic lecture delivered in the form of a multimedia presentation, incorporating elements of a conversational (interactive) lecture.

Practical classes: Completion of practical tasks based on the case study method.

Bibliography

Basic:
1. Osterwalder A., Pigneur Y. (2012), Tworzenie modeli biznesowych. Podręcznik wizjonera, Helion, Gliwice.
2. Johnson M. W. (2018), Reinvention of Business Models. How to Transform Your Organization for a Digital Future, Harvard Business Review Press, Boston.
3. Magretta J. (2011), Dlaczego model biznesowy ma znaczenie, Harvard Business Review Polska, ICAN Institute, Warszawa.
4. Afuah A. (2014), Business Model Innovation: Concepts, Analysis, and Cases, Routledge, New York.
Krolas, P. (2024). The Fundamental of Sustainable Supplier-Customer Relation: Digital Audit in Quality Management. European Research Studies Journal, 27(1), 696-710.

Additional:
1. Maurya A. (2012), Running Lean: Iterate from Plan A to a Plan That Works, O'Reilly Media, Sebastopol.
2. Blank S., Dorf B. (2012), The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company, K&S Ranch, Pescadero.
3. Gassmann O., Frankenberger K., Csik M. (2014), The Business Model Navigator: 55 Models That Will Revolutionize Your Business, Pearson Education, Harlow.
4. McGrath R. G. (2013), The End of Competitive Advantage: How to Keep Your Strategy Moving as Fast as Your Business, Harvard Business Review Press, Boston.
5. Christensen C. M., Johnson M. W., McGrath R. G. (2019), Reinventing Your Business Model, Harvard Business Review Press, Boston.

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,00
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)	20	1,00