

SYLLABUS TO THE SUBJECT/SYLABUS DO PRZEDMIOTU

Item Name/Nazwa przedmiotu	Business Models
Direction/Kierunek	Management
Form of study/Forma studiów	Stationary
Level of education/Poziom kształcenia	Second degree
Year/Rok	2
Semester/Semestr	3
Guide unit/Jednostka prowadząca	Department of Management and Entrepreneurship
Drafter/Osoba sporządzająca	Piotr Pachura
Profile/Profil	General academic
Number of ECTS credits/Liczba punktów ECTS	3

TYPE OF CLASSES - NUMBER OF HOURS PER SEMESTER/RODZAJ ZAJĘĆ – LICZBA GODZIN W SEMESTRZE

<u>Lecture/Wy</u> <u>kład</u>	<u>Exercise/Ćwicz</u> <u>enia</u>	<u>Laboratory/Laborat</u> <u>orium</u>	<u>Project/Pro</u> <u>jekt</u>	<u>Seminar/Semin</u> <u>arium</u>
15	-	-	30	-

COURSE DESCRIPTION/OPIS PRZEDMIOTU

PURPOSE OF THE COURSE/CEL PRZEDMIOTU

C1. To introduce, analyze and assimilate by students the basic issues of contemporary social, economic and technological conditions related to the concept of business models.

C2. To introduce, discuss and assimilate by students the importance of the evolution of approaches to the theory and practice of designing business model structures.

PREREQUISITES FOR KNOWLEDGE, SKILLS AND OTHER COMPETENCIES/WYMAGANIA WSTĘPNE W ZAKRESIE WIEDZY, UMIEJĘTNOŚCI I INNYCH KOMPETENCJI

1. Basic knowledge of the social sciences.
2. Ability to organize and select the information they have, to critically analyze new knowledge.

LEARNING OUTCOMES/EFEKTY UCZENIA SIĘ

EU 1 - The student has knowledge of the basic issues of contemporary social, economic and technological conditions related to business models.

EU 2 - The student is able to identify the significance of the evolution of approaches to the theory and practice of business model design.

EU 3 - The student recognizes the basic conditions for creating business model structures.

EU 4 - The student is able to design the basic elements of business model structures.

CURRICULUM CONTENT/TREŚCI PROGRAMOWE

Form of classes/Forma zajęć –LECTURE/ WYKŁAD	Number of hours/Ilość godzin
W 1-2 Civilization conditions of the world of organizations	2
W 3-4 Contemporary trends in management	2
W 5-6 Business model - basic concepts, evolution	2
W 7-8 Overview of approaches to business model design	2
W 9-10 Business model - structure, design	2
W 11-13 Innovation of organizations in the context of business models	3
W 14-15 Summary and analysis of future trends	2
Form of classes/Forma zajęć –PROJECT/PROJEKT	Number of hours/Ilość godzin
P1-4 Evolution and structure of business models - BMC diagram	4
P 5-8 Case Analysis: Business Model Innovation	4

P 9-18 Practice of designing elements of business models	10
P 19-28 Practice of designing business model structures	10
P 29-30 Summary and evaluation of the project	2

DIDACTIC TOOLS/NARZĘDZIA DYDAKTYCZNE

1. Lectures in multimedia form
2. Films
3. Textbooks and online materials
4. Case analysis

METHODS OF ASSESSMENT (F- FORMATIVE, P - SUMMATIVE)/SPOSOBY OCENY (F – FORMUJĄCA, P – PODSUMOWUJĄCA)

- F1. Participation in the discussion (activity during classes)
- F2. Preparation of a presentation, report or paper
- P1. Project execution

STUDENT WORKLOAD/OBCIĄŻENIE PRACĄ STUDENTA

Form of activity/Forma aktywności	Average hours to complete an activity/Średnia liczba godzin na zrealizowanie aktywności	
	[h]	ECTS
Contact hours with the teacher (lecture, exercise)/Godziny kontaktowe kontaktowe z nauczycielem (wykłady, ćwiczenia)	45	1,8
Preparing for the exercise/Przygotowanie do ćwiczeń	15	0,6
Preparing to the exam/ Przygotowanie do egzaminu	0	0
Reading the indicated literature/Zapoznanie się ze wskazaną literaturą	10	0,4
Participation in the exam/Udział w egzaminie	0	0
Consultations/Konsultacje	5	0,2

TOTAL NUMBER OF ECTS POINTS FOR ITEM/SUMARYCZNA LICZBA PUNKTÓW ECTS DLA PRZEDMIOTU	75	3
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BASIC AND SUPPLEMENTARY LITERATURE/LITERATURA PODSTAWOWA I UZUPEŁNIAJĄCA

Basic Literature/Literatura podstawowa:

1. Osterwalder, A., Pigneur, Y. Tworzenie modeli biznesowych. Podręcznik wizjonera, Gliwice: Wydawnictwo Helion, 2013.

Supplementary Literature/Literatura uzupełniająca:

1. Afuah A., Business Model Innovation: Concepts, Analysis, and Cases, Routledge, Nowy Jork 2014.

2. Pachura, P. The role of space in the business models of microbreweries, Applied Geography, Volume 125, 2020, 102303,

INSTRUCTOR OF THE COURSE (NAME, SURNAME, E-MAIL ADDRESS)/PROWADZĄCY ZAJĘCIA (IMIĘ, NAZWISKO, ADRES E-MAIL)

1. Piotr Pachura – piotr.pachura@pcz.pl

2. Katarzyna Łukasik - Stachowiak - k.lukasik-stachowiak@pcz.pl

MATRIX OF THE IMPLEMENTATION OF LEARNING OUTCOMES/MACIERZ REALIZACJI EFEKTÓW UCZENIA SIĘ

Learning Outcome/ Efekt uczenia się	Reference an effect to program-wide defined effects/ Odniesienie danego efektu do efektów zdefiniowanych dla całego programu	Course objectives/ Cele przedmiotu	Curriculum content/ Treści programowe	Teaching tools/ Narzędzia dydaktyczne	Method of evaluation/ Sposób oceny
EU 1	K_W01, K_W09, K_U01	C1	W1, W2, P1	1,2,3,4	F1-F3
EU 2	K_W07,	C2	W2-W7,	1,2,3,4	P1, F1-F2

	K_U01, K_U07, K_K02		P2-P5		
EU 3	K_W07, K_U01, K_U07, K_K02	C2	W2-W7, P2-P5	1,2,3,4	P1, F1-F2
EU 4	K_W07, K_U01, K_U07, K_K02	C2	W2-W7, P2-P5	1,2,3,4	P1, F1-F2

FORM OF ASSESSMENT - DETAILS/FORMY OCENY – SZCZEGÓŁY

	Per grade 2/ Na ocenę 2	Per grade 3/ Na ocenę 3	Per grade 4/ Na ocenę 4	Per grade 5/ Na ocenę 5
Effect 1/ Efekt 1	The student lacks knowledge of the basic issues of contemporary social, economic and technological conditions related to business models.	The student has knowledge of the basic issues of contemporary social, economic and technological conditions related to business models.	The student has knowledge of the basic issues of contemporary social, economic and technological conditions related to business models and can interpret the relationship between concepts and phenomena	The student has knowledge of the basic issues of contemporary social, economic and technological conditions related to business models and can interpret the relationship between concepts and phenomena. The student is able to use a critical approach to describe and analyze problems.
Effect 2/ Efekt 2	The student is unable to identify the importance and evolution of approaches to the theory and practice of business model design.	The student is able to identify the meanings and evolution of approaches to the theory and practice of business model design.	Students can identify meanings and evolution of approaches to the theory and practice of business model design and can interpret the relationship between concepts and phenomena.	Student can identify meanings and evolution of approaches to the theory and practice of business model design and can interpret the relationship between concepts and phenomena. The student is able to use a critical approach to describe and

Effect 3/ Efekt 3	The student does not recognize the basic determinants of creating business models.	The student recognizes the basic determinants of creating business models.	The student recognizes the basic conditions for the creation of business models and can interpret the relationship between concepts and phenomena.	The student recognizes the basic conditions for the creation of business models and can interpret the relationship between concepts and phenomena. The student is able to use a critical approach to describe and analyze problems.
Effect 4/ Efekt 4	The student is unable to design any element of business models.	Students can design 3 elements of business models.	The student can design all elements of business models.	The student is able to design all elements and structure the elements of the

*A 3.5 half grade is awarded in the case of full credit for the learning outcomes with a 3.0 grade, but the student has not fully absorbed the learning for a 4.0 grade. A half-grade of 4.5 is awarded in the case of full credit for the learning outcomes with a 4.0 grade, but the student has not fully assimilated the learning outcomes for a grade of 5.0./ *Ocena półwkowa 3.5 jest wystawiana w przypadku pełnego zaliczenia efektów uczenia się na ocenę 3.0, ale student nie przyswoił w pełni uczenia się na ocenę 4.0. Ocena półwkowa 4.5 jest wystawiana w przypadku pełnego zaliczenia efektów uczenia się na ocenę 4.0, ale student nie przyswoił w pełni efektów uczenia się na ocenę 5.0.

OTHER USEFUL INFORMAION ABOUT THE ITEM/INNE PRZYDATNE INFORMACJE O PRZEDMIOCIE

Information where you can read presentations for classes, etc. - Information is provided during the first class and sent electronically to the addresses of individual dean's groups./ Informacje, gdzie można zapoznać się z prezentacjami na zajęcia itp. - Informacje udzielane są podczas pierwszych zajęć i przesyłane drogą elektroniczną na adresy poszczególnych grup dziekańskich

Information on the place of classes - Information can be found on the website of the Faculty of Management and in the USOS system./ Informacja o miejscu zajęć – Informacje znajdują się na stronie internetowej Wydziału Zarządzania oraz w systemie USOS.

Information on the date of classes (day of the week/time) - Information can be found on the website of the Faculty of Management and in the USOS system./ Informacja o

terminie zajęć (dzień tygodnia/godzina) – Informacje znajdują się na stronie internetowej Wydziału Zarządzania oraz w systemie USOS

Information about consultations (hours + place) - Information is given during the first classes, it is also available on the website of the Faculty of Management./ Informacje na temat godzin i miejsca konsultacji znajdują się na stronie internetowej Wydziału Zarządzania oraz podawane są na pierwszych zajęciach ze studentami.