

## FACULTY OF MANAGEMENT

**SUBJECT CARD****Name of subject in Polish: Modele biznesowe w rozwijającym się otoczeniu****Name of subject in English: Business models in a developing environment****Main field of study (if applicable): Business Engineering****Specialization (if applicable): Business Intelligence****Profile: academic****Level and form of studies: 2nd level, full-time****Kind of subject: optional****Subject code W08IZZ-SM8020****Group of courses YES**

	Lecture	Classes	Laboratory	Project	Seminar
Number of hours of organized classes in University (ZZU)	<b>15</b>			<b>15</b>	
Number of hours of total student workload (CNPS)				<b>50</b>	
Form of crediting				<b>crediting with grade</b>	
For group of courses mark (X) final course				<b>X</b>	
Number of ECTS points				<b>2</b>	
including number of ECTS points for practical classes (P)				<b>1</b>	
including number of ECTS points corresponding to classes that require direct participation of lecturers and other academics (BU)				<b>1,36</b>	

**PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES**

1. Knowledge of the basics of entrepreneurship.
2. Knowledge of the basics of management.

**SUBJECT OBJECTIVES**

O1 Knowledge of basic business models.

O2 Knowledge of the organizational environment analysis process

O3 The ability to identify changes taking place in the environment and to select an appropriate business model

**SUBJECT EDUCATIONAL EFFECTS**

In the field of knowledge:

PEU\_W01 Identifies inter-organizational relations and interactions of an organization with the environment in the context of national, international and intercultural conditions. Explains and illustrates the impact of the environment on the activities of the organization.

PEU\_W02 Has extended and deepened substantive knowledge on the organization and functioning of the company in the field of strategic management, logistics, marketing, finance, business architecture.

PEU\_W03 Knows and understands the norms and standards (economic, legal, organizational and ethical) that determine the context of the functioning of the economy and organization.

In the field of skills:

PEU\_U01 Is able to analyze and evaluate the objectives, features, elements, processes, functional areas in the enterprise as well as internal and inter-organizational relations, using concepts and theoretical approaches in the field of social sciences, in particular the discipline of management and quality science.

PEU\_U02 Is able to formulate innovative alternative solutions to management and substantive problems in the enterprise. He can justify, make a choice and verify them in accordance with the established priorities. Can plan actions to solve them.

Relating to social competences:

PEU\_K01

Is aware of the need for an independent, critical assessment of the scope and level of their knowledge of establishing and running a business Is prepared to independently search for areas of knowledge to supplement and skills to improve.

PROGRAMME CONTENT		
Lecture		Number of hours
Lec 1	Introduction, discussion of learning outcomes and conditions for passing the course. Definition and concept of the business model.	1
Lec 2	Analysis of the organization's environment and its impact on the choice of the business model. Methods of analysis of the external environment of business activities.	2
Lec 3	Business models - review of literature proposals. Evolution of business models and examples of their classification. Common business models, analysis and known examples of their application.	3
Lec 4	A business model as a tool for implementing a business plan. Lean canvas as a tool for building an innovative business model. Business model for start-up.	2
Lec 5	The business model and the company's strategy. Determinants of choosing a business model. Circular business model.	2
Lec 6	Basic principles of designing and introducing changes in the business model - characteristics of the elements of business models by industry.	2
Lec 7	Implementing sustainable development using business models Sustainable business models.	2
Lec 8	Test	1
	Total hours	15

Project		Number of hours
Proj 1	Introduction.	1
Proj 2	Identifying business models - case study.	2
Proj 3	Modernization of the functioning business model - case study.	2

Proj 4	Selection of the project entity, diagnosis of the organization.	1
Proj 5	Analysis of the environment of the studied organization - presentation.	2
Proj 6	Proposed variants of a new business model, impact forecast - presentation, discussion.	3
Proj 7-8	Final presentations.	4
	Total hours	15

TEACHING TOOLS USED	
N1. multimedia presentation N2. presentation of sub-tasks N3. project presentation	

#### EVALUATION OF SUBJECT LEARNING OUTCOMES ACHIEVEMENT

Evaluation (F – forming during semester), P – concluding (at semester end)	Learning outcomes code	Way of evaluating learning outcomes achievement
F1	PEU_W01 PEU_W02 PEU_W03	Written test
F2	PEU_U01 PEU_U02	Assessment of the presentation of sub-tasks
F3	PEU_K01	Project defense
$P = F1*0,5 + (0,4*F2 + 0,6*F3)*0,5$		

PRIMARY AND SECONDARY LITERATURE
<b><u>PRIMARY LITERATURE:</u></b> [1] Osterwalder A., Pigneur Y. (2010), Business Model Generation, John Wiley & Sons [2] Muehlhausen J. (2018) Business Models For Dummies, John Wiley & Sons [3] Allen M. (2001) Analysing the Organisational Environment, Select Knowledge <b><u>SECONDARY LITERATURE:</u></b> [1] Johnson, M.W., Christensen, C. (2008). Reinventing your business model. Harvard Business Review, 86(12), 51–59 [2] Linder, J., Cantrell, S. (2000). Changing business models: Surveying the landscape. Institute for Strategic Change working paper, Accenture [3] Rappa, M. Business models on the Web. <a href="http://digitalenterprise.org/models/models.html">http://digitalenterprise.org/models/models.html</a>
<b>SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)</b>
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