Zał. nr 4 do ZW 64/2012

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| **FACULTY OF COMPUTER SCIENCE AND MANAGEMENT**  **SUBJECT CARD** Name in Polish: Modele biznesowe przedsiębiorstwa - diagnoza mechanizmów,  praktyki ich zastosowaniaName in English: Models of business enterprises- Diagnosis of mechanism, practices of their employment **Main field of study (if applicable): Management**  **SpeciSpecjalization (if applicable): Business Management**  **Level and form of studies: 1st\* level, full-time**  **Kind of subject: optional**  **Subject code ZMZ1479**  **Group of courses NO** |

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|  | Lecture | Classes | Laboratory | Project | Seminar |
| Number of hours of organized classes in University (ZZU) |  |  |  | **30** |  |
| Number of hours of total student workload (CNPS) |  |  |  | **90** |  |
| Form of crediting |  |  |  | **Crediting with grade** |  |
| For group of courses mark (X) final course |  |  |  |  |  |
| Number of ECTS points |  |  |  | **3** |  |
| including number of ECTS points for practical (P) classes |  |  |  | **3** |  |
| including number of ECTS points for direct teacher-student contact (BK) classes |  |  |  | **1** |  |

\*delete as applicable

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| **PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES**  1. General knowledge about: marketing, marketing management, microeconomics, civil and trade law |

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| **SUBJECT OBJECTIVES**  C1 Introduce to idea and elements of business models.  C2 Upgrading knowledge about business models by practical case studies. |

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| **SUBJECT EDUCATIONAL EFFECTS**  Relating to knowledge:  PEK\_W01 Ability to explanation the idea and differences of selected business models  Relating to skills:  PEK\_U01 Student is able to identify different business models, their components at practical circumstances  PEK\_U02 Ability to use business model elements for planning  Relating to social competences:  PEK\_K01 Coconsciousness of existence the mechanisms that decide of the success and the loss for business models. |

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| **PROGRAMME CONTENT** | | |
| **Form of classes - lecture** | | **Number of hours** |
| Lec 1 |  |  |
| Lec 2 |  |  |
|  | Total hours |  |

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| **Form of classes - project** | | **Number of hours** |
| Proj 1 | Contemporary trends in the economy and their role in shaping business models. Business Model Canvas. | 2 |
| Proj 2 | The concept and types of entrepreneurship and entrepreneurial organizations. External determinants of entrepreneurship. Entrepreneurial competencies. | 2 |
| Proj 3 | The most popular business model schemes on the examples of well-known companies: construction, assumptions and tools. Business model and its components - identification of business models of selected Polish enterprises and analysis of their key components. Universal business models based on resources and competencies - analysis of key resources of enterprises from the perspective of business models | 2 |
| Proj 4 | Traditional and contemporary business models - analysis of the determinants of the choice of business models. Mapping and evaluation of business models | 2 |
| Proj 5 | Detailed examples of business models – presentation based on economic press | 2 |
| Proj 6 | Brokers business model, advertising business model, society business model – characterise and presentations based on economic press | 2 |
| Proj 7 | Business Models: pioneer, successor, modernisation - characterise and presentations based on economic and business press | 2 |
| Proj 8 | Franchise model and benchmarking. Performances based on economic and business press | 2 |
| Proj 9 | Creating creative ideas for a new business. Searching for market niches. | 2 |
| Proj 10 | Discussion the components of own business model I. Comments to contemporary economic issues | 2 |
| Proj 11 | Discussion the components of own business model II. Comments to contemporary economic issues | 2 |
| Proj 12 | Presentation the summary business plan I. Comments to contemporary economic issues | 2 |
| Proj 13 | Presentation the summary business plan II. Comments to contemporary economic issues | 2 |
| Proj 14 | Consulting the projects. Comments to contemporary economic issues | 2 |
| Proj 15 | Summary and estimation the written reports | 2 |
| …. | Total hours | 30 |

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| **Form of classes - seminar** | | **Number of hours** |
| Sem 1 |  |  |
| Sem 2 |  |  |
| …. | Total hours |  |

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| **TEACHING TOOLS USED** |
| N1.Performance the common business model  N2. Comments to contemporary economic issues  N3. Presentation the own business model and summary plan  N4 Written report of plan and business model  N5 Presence and activity on classes |

**EVALUATION OF SUBJECT EDUCATIONAL EFFECTS ACHIEVEMENT**

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| **Evaluation** (F – forming (during semester), P – concluding (at semester end) | Educational effect number | Way of evaluating educational effect achievement |
| F1 | PEK\_W01  PEK\_U02 | Arrange the project - performance and written report  Arrange the project - performance and written report |
| F2 | PEK\_W01  PEK\_U01 | Presentation the common business model  Presentation the common business model |
| F3 | PEK\_U01  PEK\_K01 | Comments to contemporary economic issues  Comments to contemporary economic issues |
| F4 | PEK\_W01  PEK\_U01  PEK\_U02 | Estimation the activity and attendance  Estimation the activity and attendance  Estimation the activity and attendance |
| P = 0,4F1 + 0,2F2 + 0,2F3 +02F4 | | |

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| **PRIMARY AND SECONDARY LITERATURE**  **PRIMARY LITERATURE:**   1. Osterwalder A., Pigneur Y., Tworzenie modeli biznesowych. Podręcznik wizjonera, One Press, Warszawa 2012. 2. Pijl van der P., Lokitz J., Solomon L.K. (2018), Nowoczesne projektowanie modeli biznesowych, Wyd. Helion, Gliwice.   **SECONDARY LITERATURE:**   1. Muehlhausen J., (2018), Modele biznesowe dla bystrzaków, Wyd. Helion, Gliwice 2. Olsen D., (2018), Metoda Lean Product, Wyd. Helion, Gliwice 3. Selected articles sourced from economic press that discuss case studies of enterprise business model, for example: “Rzeczpospolita - series - Rynki & firmy” and “Prawo i praktyka” |
| **SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)** |
| **Małgorzata Pol,** [malgorzata.pol**@pwr.wroc.pl**](mailto:malgorzata.pol@pwr.wroc.pl) |

MATRIX OF CORRELATION BETWEEN EDUCATIONAL EFFECTS FOR SUBJECT

## Models of business enterprises- Diagnosis of mechanism, practices of their employment

AND EDUCATIONAL EFFECTS FOR MAIN FIELD OF STUDY **Management**

AND SPECIALIZATION **Business Management**

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| **Subject educational effect** | **Correlation between subject educational effect and educational effects defined for main field of study and specialization (if applicable)\*\*** | **Subject objectives\*\*\*** | **Programme content\*\*\*** | **Teaching tool number\*\*\*** |
| **(knowledge)** |  |  |  |  |
| **PEK\_W01** | K1\_ZARZ\_W10,K1\_ZARZ\_W21 | C1 | Pr1, Pr 3-Pr9 | N1, N2,N3, N4 |
| **PEK\_U01** | K1\_ZARZ\_U03, K1\_ZARZ\_U04, K1\_ZARZ\_U05, K1\_ZARZ\_U07 K1\_ZARZ\_U09, K1\_ZARZ\_U15 | C1, C2, | Pr4 – Pr13 | N2, N4, N5 |
| **PEK\_U02** | K1\_ZARZ\_U02, K1\_ZARZ\_U06, K1\_ZARZ\_U07, K1\_ZARZ\_U14 | C2 | Pr10-Pr15 | N3, N4 |
| **PEK\_K01** | K1\_ZARZ\_K01, K1\_ZARZ\_K03, K1\_ZARZ\_K06 | C2 | Pr5 – Pr14 | N1, N2 |

\*\* - enter symbols for main-field-of-study/specialization educational effects

\*\*\* - from table above