

Subject card

Subject name and code	Modern Business Models, PG_00178234						
Field of study	Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		7.0		
Learning profile	academic		Assessment form		exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Mariusz Chmielewski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	15.0	0.0	0.0	75
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	75		4.0		96.0	175
Subject objectives	Introducing students to the concept of business models, with particular emphasis on modern ones, as well as the methods of designing them. Developing the ability to analyze, evaluate, and design modern business models.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_W02] To an advanced degree, the student knows and understands the essence and functioning of different types of organizations, their articulations, functional areas and processes, and their connections with the environment.	The student describes traditional and modern business models and identifies the strengths and weaknesses of various types of business models.	[SW4] test/exam - oral or written
	[ZARZL3_W07] The student has advanced knowledge and understanding of regulations and legal, organizational, and ethical norms, including those relating to intellectual property protection, which are relevant to business decision-making.	The student identifies and describes both legal and non-legal determinants influencing the functioning of modern business models.	[SW4] test/exam - oral or written
	[ZARZL3_U04] The student can correctly select and properly apply methods and tools from management and quality sciences, as well as economics and finance, to decision-making processes.	The student analyzes and evaluates modern business models, justifies their value for stakeholders, and selects and applies methods used for their design.	[SU2] presentation/project/paper/report
	[ZARZL3_W05] The student has advanced knowledge and understanding of methods and techniques for acquiring, developing and using data in decision-making and management processes.	The student lists and characterizes data-driven methods used for designing and evaluating business models.	[SW4] test/exam - oral or written
Subject contents	1. Introduction to Business Models (Concept and Elements) 2. Designing Business Models (Determinants and Tools) 3.Traditional Business Models 4. Modern Business Models Based on Digital Technologies and AI 5. Modern Business Models Based on the Green Economy and the Sharing Economy 6. Hybrid Business Models 7. Traditional and Modern Forms of Business Model Financing		
Prerequisites and co-requisites	Basic knowledge of business operations.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project	51.0%	40.0%
	Test	51.0%	60.0%
Recommended reading	Basic literature	1. Jabłoński, A. Jabłoński, M. (red.), Modele biznesu przedsiębiorstw. Perspektywy rozwoju - ujęcie koncepcyjne, Wydawnictwo CeDeWu , Warszawa 2023. 1. Gołębiowski, G.; Modele biznesu: podstawy, klasyfikacja, przykłady, Wydawnictwo Naukowe PWN, Warszawa 2020. 1. Osterwalder A., Pigneur Y., Tworzenie modeli biznesowych. Poradnik wizjonera, OnePress, Gliwice 2012.	

	Supplementary literature	1. Antonowicz P. (red.), Zarządzanie rozwojem przedsiębiorstwa. Interaktywny podręcznik z zakresu zarządzania. Repozytorium case study dla studentów, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020. 2. Berniak-Woźny J, Sliż P, Siciński J., Empowering Smart Cities Through Start-Ups: A Sustainability Framework for Incubator-City Collaboration, Systems, 2025; 13(4):219. 3. Malinowska, E., Płoska, R., & Chmielewski, M., Analysis of the activity of AmRest and Mcdonald's gastronomic networks as the basis for verification of the sustainable gastronomy model, Zeszyty Naukowe Politechniki Śląskiej. Organizacja i Zarządzanie, Katowice 2025, 216, 303-324. 4. Slywotzky A.J., Morrison D.J., Andelman B., Strefa zysku. Strategiczne modele działalności, PWE, Warszawa 2000.
	eResources addresses	Basic https://old.wzr.ug.edu.pl/nauka/index.php?str=1900 - https://old.wzr.ug.edu.pl/nauka/index.php?str=1900 - Antonowicz P. (red.), Zarządzanie rozwojem przedsiębiorstwa. Interaktywny podręcznik z zakresu zarządzania. Repozytorium
Example issues/ example questions/ tasks being completed	Designing Subscription-Based Models. Designing Models Based on the Circular Economy.	
Work placement	Not applicable	

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