

Subject card

| | | | | | | | |
|--|--|--|------------------------|-------------------------------------|--|------------|-----|
| Subject name and code | Modern Business Models, PG_00178234 | | | | | | |
| Field of study | Management | | | | | | |
| Date of commencement of studies | October 2026 | Academic year of realisation of subject | | | 2028/2029 | | |
| 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_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 |
| | [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_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_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 |
| 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 |
| | Test | 51.0% | 60.0% |
| | Project | 51.0% | 40.0% |
| 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 | <ol style="list-style-type: none"> 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, <i>Systems</i>, 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, <i>Zeszyty Naukowe Politechniki Śląskiej. Organizacja i Zarządzanie</i>, Katowice 2025, 216, 303-324. 4. Sływotzky A.J., Morrison D.J., Andelman B., <i>Strefa zysku. Strategiczne modele działalności</i>, PWE, Warszawa 2000. |
| | eResources addresses | |
| Example issues/ example questions/ tasks being completed | Designing Subscription-Based Models. Designing Models Based on the Circular Economy. | |
| Work placement | Not applicable | |

Document generated electronically. Does not require a seal or signature.