

Subject card

Subject name and code	Design and Analysis of Business Models, PG_00177906						
Field of study	Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study 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	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			5.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Department of Organisation and Management -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Jacek Rybicki				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	0.0	0.0	0.0	60
	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	60	4.0	61.0	125		
Subject objectives	Acquire the ability to analyse and design business models						
Learning outcomes	Course outcome	Subject outcome		Method of verification			
	[ZARZMU2_U02] The student can identify complex issues related to the organization's operations, the processes within it, and its relationships with a changing environment, proposing appropriate and innovative solutions.	The student has knowledge of business process dynamics		[SU2] presentation/project/paper/report			
	[ZARZMU2_W06] The student possesses a thorough understanding of the principles of rational decision-making related to individual resources, functional areas within the organization, processes, and management levels. This understanding is based on a well-structured and theory-supported foundation in management, quality sciences, economics, and finance.	The student understands the complexity of the dynamics of the environment and its impact on business model development		[SW2] presentation/project/paper/report			
	[ZARZMU2_U04] The student can effectively select, use, adapt, or create methods and tools from management, quality sciences, economics, and finance for decision-making.	The student is able to design his own business model		[SU2] presentation/project/paper/report			

Subject contents	Competitiveness of network solutions Creating a competitive advantage based on the business models Analysis of known business models Stages of business model design								
Prerequisites and co-requisites	Knowledge of trends in the economics environment of the organization								
Assessment methods and criteria	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Subject passing criteria</th> <th style="width: 25%;">Passing threshold</th> <th style="width: 25%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Project of business model</td> <td>51.0%</td> <td>100.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Project of business model	51.0%	100.0%
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Project of business model	51.0%	100.0%							
Recommended reading	Basic literature								
	Supplementary literature								
	eResources addresses								
Example issues/ example questions/ tasks being completed	List the types of business models How do network models affect competitive advantage? What are the stages of business model design?								
Work placement	Not applicable								

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