

Course card	
Course name	Innovative Business Models
Course version	1
A. Location of the subject in the system of studies	
Level of education	2
Degree (job title)	MSc
Type (form of study)	Stationary/non-stationary
Direction of study	Management
Study profile	general academic
The entity commissioning the subject	Faculty of Management
Unit implementing the subject	Faculty of Management
Course supervisor	Dr. Agnieszka Skala-Gosk
B. General characteristics of the subject	
Block of courses	general
Group of courses	Directional
Course level	Advanced
Course status	Peelable
Language of the course	English
Nominal semester	2/3
Academic year	2023/2024
Prerequisites	
Limit on the number of students	- From 15 people to the limit of seats in the auditorium (lecture) - From 12 people to the limit of seats in the practice room (exercises)
C. Learning outcomes and classroom management	
Purpose of the course	<p>The purpose of the course is to provide knowledge about business models as an effective tool for designing and implementing innovation in organizations.</p> <p>The goal of the exercise part of the course is to develop skills and competencies to design and implement the business modeling process in the practice of innovation management in organizations.</p>

Evaluation methods	<p>Lecture <i>Formative assessment:</i> the assessment is a written colloquium, which will be held at the last lecture meeting. <i>Summative assessment:</i> colloquium grade ranging from 2-5; a score of ≥ 3 is required to pass. 50% + 1 point is required to pass.</p> <p>Exercises: Formative assessment: successive stages (5) of individual and team work in the implementation of the project are evaluated, each part of the project is assessed on a point scale from 1-20 points. Within the exercise part, the student can obtain 100 points. The evaluation is subject to: the quality and timeliness of the transmission of the stages of work (80% -100% weighting), including the quality of collective work (in the case of team work during class) (up to 20% weighting).</p> <p>Summative assessment: passing the exercise part requires a minimum of 60 points.</p> <p>Final grade: A passing grade in both parts of the course (lecture and exercises) is required to pass the course.</p> <p>The final grade is a weighted evaluation of the lecture (40%) and exercise (60%). Above-average student activity may result in an increase in the final grade.</p>
Learning outcomes	See Table 1
Form of teaching and its weekly dimension (number of hours per semester)	lecture 15 exercises 15 laboratories projects
Educational content	<p>Lecture:</p> <ul style="list-style-type: none"> • Innovative Business Model as a part of the process of designing and implementing innovation in organizations (2h) • Types and Paths of Innovative Business Models (4h) • Innovations in each area of the Business Model (4h) • Hypothesis formation and experimentation as complementary activities to the design of Innovative Business Models (4h) • Written colloquium (1h) <p>Exercises:</p> <ul style="list-style-type: none"> • The Structure of the Business Model - case studies: innovations in for-profit and non-profit organizations (2h) • Business Model Patterns - working on examples, individually and in groups (3h) • Designing innovations in each area and field of the Business Model - individual and group work (3h) • Formulating business hypotheses and designing experiments based on them - individual and group work (2h) • Planning the experiment and developing a "road-map" for the project - individual and group work (3h) • Final presentations of projects (2h)
Methods of checking learning outcomes	See Table 1
Exam	No

Literature	<ul style="list-style-type: none"> Osterwalder, A., & Pigneur, Y. 2010. business model generation: a handbook for visionaries, game changers, and challengers. John Wiley & Sons. [BGPW available] Osterwalder, Alexander, et al. 2014. value proposition design: how to create products and services customers want. Vol. 2. John Wiley & Sons. [BGPW available] Śledzińska, K., & Włoch, R. 2020. The digital economy: how new technologies are changing the world. Warsaw University Publishers. [available online]. Gassmann, O., Frankenberger, K., Csik M. 2019. The St. Gallen Business Model Navigator, White Paper, University of St. Gallen. Gal- len, BMI.Lab. [available online].
Website of the subject	www.olaf.wz.pw.edu.pl
D. Student workload	
Number of ECTS credits	2 ECTS
Number of student work hours related to the achievement of learning outcomes (description):	2 ECTS 50h = 15h lecture + 15h exercises + 3h consultations + 2h literary analysis + 5h preparation for exercises + 5h preparation to pass exercises +5h preparation to pass lecture
Number of ECTS credits for classes requiring direct participation of academic teachers	1.2 ECTS
E. Additional information	
Methods, techniques, tools used in the course of teaching	<p>Lecture: <i>Didactic methods:</i> Informative lecture, problem lecture, conversational lecture, storytelling, <i>I-K tools and techniques:</i> multimedia presentation, video materials, Moodle platform, email; in remote form: MSTeams application or similar, chat</p> <p>Exercises: <i>Didactic methods:</i> project method, case study, seminar discussion, paper <i>I-K tools and techniques:</i> collaborative work platform MURAL, multimedia pre-presentation, video materials, Moodle platform, electronic mail; in remote form: application MSTeams or other similar, chat</p>
Comments	Exercise classes are project-based, and access to a computer, the Internet and an internet browser is required.
Date of last update	2022-02-01

Table 1

General academic profile		
Subject effects		Reference to directional effects
Knowledge		
Effect:	Graduates have in-depth knowledge focused on the creation and implementation of innovations, including technological innovations, using the tool of Business Modeling.	Z2_WG5
Verification:	Written credit	
Effect:	The graduate knows and understands to an in-depth degree the objectives, methods and principles of creation and development of Innovative Businesses Models under	Z2_WK12

	various forms of entrepreneurship.	
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Verification:	Written credit, evaluation of individual and group work	
Skills		
Effect:	Graduates are able to use their knowledge of Business Models to formulate and solve complex and unusual problems encountered in the process of managing a team and a startup organization, under the conditions of the digital economy and market globalization.	Z2_UW1
Verification:	Activity, evaluation of individual and group work	
Effect:	Graduates are able to use their knowledge of Innovative Business Models to innovatively perform tasks in the area of organizational management in the unpredictable conditions of digital transformation and global economy by selecting, adapting or creating an appropriate Business Model. In this process, he/she uses advanced information and communication techniques, ensures the proper selection of information sources, evaluates them, critically analyzes, synthesizes, creatively interprets and presents them.	Z2_UW4
Verification:	Activity, evaluation of individual and group work	
Effect:		
Verification:		
Social Competence		
Effect:	Graduates are ready to think and act in a rational and entrepreneurial manner, can design innovative business models	Z2_KO5
Verification:	evaluation of individual and group work	