

COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

1. Course title: INNOVATIONS IN BUSINESS MODELS INNOWACJE W MODELACH BIZNESOWYCH	2. Course code: Number of ECTS credits: 3 Course completion mode: Z Course commenced/Year: 2023/24
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3. Major: Finance and Accounting for Business

4. Department of major coordinator: Department of Banking and Financial Markets

5. Name of course instructor:
 Lecture: dr hab. Monika Klimontowicz, Prof. UE
Examiner: dr hab. Monika Klimontowicz, Prof. UE

6. Department of course instructor: Department of Banking and Financial Markets

7. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures	15	9
classes	-	-
foreign language classes	-	-
lab classes	-	-
seminars	-	-
e-learning	-	-
other	-	-
Total hours	15	9
examination (hours)	-	-

8. Course timeframe - no. of semesters: 1 semester

Course commencement / Year: **1st year**

Course commencement / Semester: **2nd semester**

9. Level of tertiary education: Master

10. Course status

- Compulsory for the major
 Compulsory for the specialisation
 Elective

11. Course prerequisites

Compulsory:-
 Recommended:-

12. Course objectives:

The course objective is to share the knowledge concerning the design and planning of strategic business processes incorporated in business models as well as business models' innovations.

13. Teaching and learning methods:**A. Direct student-instructor contact:**

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Interactive lectures with multimedia presentations	Lectures presenting the specific theoretical aspects of the course applying multimedia presentation and using the discussion, case studies and other student-activating methods.	15	9
Total			AS: 15	AN: 9

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Lectures' presentations and notes analysis	Individual work preparing for discussions during the lectures and the final exam.	30	33
2.	Teamwork	Discussion in groups on case studies and preparing the presentation.	30	33
Total			BS: 60	BN: 66

Total AS+BS = 75

Examination (E) = 0

Total AS+BS+E= 75

Total AN+BN =75

Examination (E) =0

Total AN+BN+E = 75

14. Keywords: CRM, interpersonal competencies, customer relationships, business relationships**15. Course content:**

1. Introduction to strategic thinking – defining the term and functions in business models.
2. Strategic analysis as the foundation of business model choice
 - a. Business environment analysis
 - b. The identification of strategic stakeholders and their impact on business
 - c. The analysis of companies' resources
3. Strategic choices:
 - a. Customers value proposals
 - b. Designing the value for customers
 - c. Delivering value for customers
4. The kinds and taxonomy of business model innovations

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
FAB2_W01#	A student has obtained the knowledge and understood the importance of choosing the proper business model for local and international market activity and building long-term business relations.	Active participation in discussions, fulfilling tasks and case studies.	Worksheets and/or lecturer's notes.
FAB2_W04#	A student has obtained the knowledge and understood key determinants of business model design.	Active participation in discussions, fulfilling tasks and case studies.	Worksheets and/or lecturer's notes.
<u>Skills</u>			
FAB2_U04#	A student knows English at the B2 level that enables taking an active part in a discussion and presenting his opinion.	Active participation in discussions, fulfilling tasks and case studies.	Worksheets and/or lecturer's notes.
<u>Social competences</u>			
FAB2_K01#	A student can critically access information and analysis' results for matching the business model to changing market conditions.	Active participation in discussions, fulfilling tasks and case studies.	Worksheets and/or lecturer's notes.

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Activity during the course.	Active participation in discussions and tasks	100%

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:

1. Tworzenie modeli biznesowych. Podręcznik wizjonera, red. A.Osterwalder, Y. Pigneur, . Wyd. Helion, 2012. / Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers (The Strategyzer series), A.Osterwalder, Y. Pigneur, Wiley and Sons, 2010
2. Klimontowicz M.: Innowacyjność banków komercyjnych w Polsce - ujęcie modelowe. Wyd. Uniwersytet Ekonomiczny w Katowicach, Katowice, 2019.
3. Klimontowicz M.: The role of banks' innovativeness in building sustainable market efficiency: the case of Poland. . Wyd. Entrepreneurship and Sustainability Issues, 7(1), 525, 2019. [http://doi.org/10.9770/jesi.2019.7.1\(37\)](http://doi.org/10.9770/jesi.2019.7.1(37)).

Suggested readings:

19. Language of instruction: English

20. Course instructors' recommendations: multimedia classroom