



BUSINESS MODEL CANVAS IN PLANNING AND ASSESSMENT OF BUSINESS  
IDEAS  
Syllabus

**Basic information**

<b>Field of study</b> Electives		<b>Didactic cycle</b> 2025/26	
<b>Speciality</b> -		<b>Subject code</b> EKOPSW.S.M8.3740.25	
<b>Organizational unit</b> School of Undergraduate and Graduate Studies		<b>Lecture languages</b> English	
<b>Study level</b> graduate studies		<b>Mandatory</b> Elective	
<b>Study form</b> full-time		<b>Block</b> Free choice electives	
<b>Education profile</b> general academic/practical		<b>Department responsible for the subject</b> Department of Organization Relations Management	
		<b>Subject related to scientific research</b> No	
		<b>Subject shaping practical skills</b> No	
<b>Coordinator</b>	Olgierd Witczak		
<b>Teacher</b>	Olgierd Witczak		
<b>Period</b> Semester 4	<b>Form of teaching, number of hours and method of examination</b> • lecture: 14, Credit with grade	<b>Number of ECTS points</b> 3	
<b>Sustainable Development Goals</b>	sustainable growth		

## Goals

Code	Goal
C1	Familiarising students with contemporary frameworks for business modelling and planning, specifically the Business Model Canvas and the structure of a formal Business Plan, to enable the effective transformation of a concept into a structured business proposal.
C2	Developing skills in assessing the viability and potential of business ideas by applying critical criteria such as market potential, scalability, competitive landscape analysis, and financial feasibility.
C3	Acquiring the skills necessary to effectively present and pitch business ideas to potential investors, focusing on clear communication of the value proposition and the execution plan.

## Recommended requirements

Management Fundamentals

## Subject's learning outcomes

Code	Outcomes in terms of	Major learning outcomes for the subject	Examination methods
<b>Knowledge:</b>			
W1	Defines and describes the core components of the Business Model Canvas (BMC), explaining the interrelationships between value propositions, customer segments, channels, and revenue streams.	DNS.M_W02	Final test (written) - test
W2	Identifies and explains the critical criteria for assessing business viability, including market potential, scalability, competitive landscape, and long-term sustainability.	DNS.M_W01	Final test (written) - test
W3	Characterises the structure and essential elements of a formal business plan and distinguishes it from other planning tools, such as a pitch deck or a business model concept.	DNS.M_W06	Final test (written) - test
<b>Skills:</b>			
U1	Develops a comprehensive business concept using the Business Model Canvas methodology, accurately mapping out key components such as value propositions, customer segments, distribution channels, and revenue streams.	DNS.M_U12	Final test (written) - test
U2	Evaluates the commercial viability and scalability of business ideas by analysing the competitive landscape, market barriers, and financial sustainability indices to determine the potential for long-term success.	DNS.M_U10, DNS.M_U12	Final test (written) - test
<b>Social competences:</b>			
K1	Prepares and delivers a persuasive business pitch, concisely communicating the unique value proposition, revenue model, and competitive advantage to potential investors or stakeholders.	DNS.M_K04, DNS.M_K05	Final test (written) - test

## Study content

No.	Course content	Subject's learning outcomes	Activities
1.	<b>Introduction to Business Planning and the Investor Mindset</b> <ul style="list-style-type: none"> <li>Understanding the startup ecosystem and the role of planning in business development.</li> <li>Introduction to the 'Dragons' Den' / 'Shark Tank' format as a simulation of real-world investor negotiations.</li> <li>The investor's perspective: what angels and VCs look for (equity, valuation, scalability).</li> </ul>	U2	lecture
2.	<b>Business Model Generation: The Canvas Methodology</b> <ul style="list-style-type: none"> <li>Introduction to the Business Model Canvas (BMC) as a strategic management tool.</li> <li>Detailed analysis of the 9 building blocks: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure.</li> <li>Mapping existing business models and designing new ones.</li> </ul>	W1, U1	lecture
3.	<b>The Formal Business Plan: Structure and Components</b> <ul style="list-style-type: none"> <li>The difference between a Business Model and a Business Plan.</li> <li>Key chapters of a formal business plan: Executive Summary, Company Overview, Market Analysis, Products/Services, and Operational Plan.</li> <li>Financial planning basics and risk management strategies.</li> </ul>	W2, W3	lecture
4.	<b>Effective Business Pitching Techniques</b> <ul style="list-style-type: none"> <li>Structuring a winning pitch: Hook, Problem, Solution, Market, and Ask.</li> <li>Presentation skills for entrepreneurs: adhering to time limits (e.g. the 3-minute rule) and clear communication of the Value Proposition.</li> <li>Preparing for investor questions regarding sales, margins, and equity.</li> </ul>	K1	lecture
5.	<b>Criteria for Assessment and Validation of Business Ideas</b> <ul style="list-style-type: none"> <li>Methodologies for evaluating business potential: Market Potential, Scalability, and Competitive Landscape.</li> <li>Assessing financial viability: Revenue models, profitability, and capital requirements.</li> <li>Long-term sustainability, execution planning, and the role of the founder's passion and expertise.</li> </ul>	W2, U2	lecture

## Additional information

Activities	Methods of conducting classes
lecture	Lecture using multimedia techniques, Lecture using case studies

Activities	Examination method	Percentage
lecture	Final test (written) - test	100%

Activities	Credit conditions
lecture	Providing at least 50% correct answers in a test testing knowledge, skills and social competences.

## Literature

### Obligatory

1. D. J. Bland, A. Osterwalder, Testing Business Ideas: A Field Guide for Rapid Experimentation, Wiley, 2019.
2. W. B. Gartner, Z. Zacharakis, Business Planning: A Comprehensive Framework and Process, Routledge, 2017.
3. T. Kupczyk, A. Dewalska-Opitek, O. Witczak, M. Budziński, D. Kalita (2024). Business model canvas application in start-up stage business developments: constraints and challenges. European Research Studies Journal, 27(4), pp.921-940.

### Optional

1. D. S. Rose, The Startup Checklist: 25 Steps to a Scalable, High-Growth Business, Wiley, 2016.
2. A. Osterwalder, Y. Pigneur, G. Bernarda, A. Smith, Value Proposition Design: How to Create Products and Services Customers Want, Wiley, 2014.
3. B. Aulet, Disciplined Entrepreneurship: 24 Steps to a Successful Startup, Wiley, 2013.

## Calculation of ECTS points

Activity form	Activity hours*
lecture	14
Literature study	30
Analysis of lecture notes	30
E-learning - analysis of e-learning materials	16
<b>Student workload</b>	<b>Hours</b> 90
<b>Number of ECTS points</b>	<b>ECTS</b> 3

\* hour means 45 minutes

## Major learning outcomes for the subject

Code	Content
DNS.M_K04	Jest gotów do myślenia i działania w sposób przedsiębiorczy.
DNS.M_K05	Jest gotów do odpowiedzialnego pełnienia ról zawodowych, z uwzględnieniem zmieniających się potrzeb społecznych, w tym: - rozwijania dorobku zawodu, - podtrzymywania etosu zawodu, - przestrzegania i rozwijania zasad etyki zawodowej oraz działania na rzecz przestrzegania tych zasad.
DNS.M_U10	Potrafi posługiwać się językiem obcym na poziomie B2+ Europejskiego Systemu Opisu Kształcenia Językowego oraz specjalistyczną terminologią.
DNS.M_U12	Potrafi samodzielnie planować i realizować własne uczenie się przez całe życie i ukierunkowywać innych w tym zakresie.
DNS.M_W01	Zna i rozumie w pogłębionym stopniu – wybrane fakty, obiekty i zjawiska oraz dotyczące ich metody i teorie wyjaśniające złożone zależności między nimi, stanowiące zaawansowaną wiedzę ogólną z zakresu Informatyki Technicznej i Telekomunikacji oraz z zakresu dyscyplin uzupełniających: Informatyki i Nauk o Zarządzaniu i Jakości tworzących podstawy teoretyczne, uporządkowaną i podbudowaną teoretycznie wiedzę obejmującą kluczowe zagadnienia oraz wybrane zagadnienia z zakresu zaawansowanej wiedzy szczegółowej – właściwe dla programu studiów na kierunku Informatyka.
DNS.M_W02	Zna i rozumie zastosowania praktyczne wiedzy z zakresu Informatyki Technicznej i Telekomunikacji oraz z zakresu dyscyplin uzupełniających: Informatyki i Nauk o Zarządzaniu i Jakości w działalności zawodowej związanej z kierunkiem Informatyka.
DNS.M_W06	Zna i rozumie podstawowe zasady tworzenia i rozwoju różnych form przedsiębiorczości, w tym przedsiębiorczości indywidualnej, w sektorze IT.