

The title of the course	Business Model Innovation
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter or summer
The form of classes and number of hours	Lectures and workshops 15 hours
Classes conducted for Polish students. Erasmus students can join them	International business models, International marketing
Language of instruction	English
The number of ECTS	3 ECTS
Teacher	Katarzyna Żyminkowska, Associate Professor
The aims of the course (maximum 500 characters)	The aim of the course is to provide students with fundamentals of business model and its innovation process.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> 1. Introduction to business model structure 2. Networks and relationship portfolio in business model innovation 3. Open business models infrastructure and effectiveness 4. Customer centric business model innovation 5. Process architecture, resource, capability and competence base in business model innovation 6. Basics of finance and accounting in designing business model profit mechanisms.
Didactics methods	Power point presentations, case studies, conversation, working in groups
Course requirements	Attendance and presentation
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> 1. Foss N.J., and Saebi T. (eds.) (2015). Business Model Innovation: The Organizational Dimension, 1st ed., Oxford University Press. 2. Afuah A. (2014). Business Model Innovation: Concepts, Analysis, and Cases, 1st ed., Routledge. <p>Supplementary:</p> <ol style="list-style-type: none"> 1. Wirtz, B. W (2016). International Business - Design, Process, Instruments, 2nd ed. 2. Hague P. (2018). The Business Models Handbook: Templates, Theory and Case Studies.
The effects of the education <ul style="list-style-type: none"> - knowledge - skills - social competences 	<ul style="list-style-type: none"> - Student knows business model structure and process of innovation - Student uses the correct terms to discuss the rules of customer centric business model innovation - Student works in a team to develop network and relationship portfolio in business model design.