

To be filled in by the Field of Study Committee	Module (course block) name: ELECTIVE COURSES BUSINESS ANALYSIS MANAGER				Module code: D.1.		
	Course name: Business Design				Course code: 25		
	Organisational Unit conducting the course/module: Instytut Ekonomiczny						
	Field of study: <i>management and law studies</i>				Study cycle: <i>second-cycle studies</i>		
	Mode of study: <i>Full time</i>				Study profile: <i>practical</i>		
	Year / semester: II/III		Course/module status: optional		Course/module language: english/polish		
	Form of tuition	lecture	class	laboratory	project	seminar	other (please, specify)
Course load (hrs)		15					
Module/course coordinator		PhD Katarzyna Olszewska					
Lecturer		PhD Katarzyna Olszewska					
Course/module objectives		The aim of the course is to familiarize students with the principles and methods of organizing and running a business in the current economic conditions. The effect of education will be the ability to navigate properly in the economic system and the predisposition to make decisions that will allow those interested to start self-employment.					
Entry requirements		basic economic knowledge					
LEARNING OUTCOMES							
No.	Learning outcome description					Reference to the learning outcomes for Field of Study	
Knowledge – the student:							
1	has deep knowledge about bussines functioning on the domestic and international market					K2P_W03	
2	identifies the processes of individual entrepreneurship					K2P_W09 K2P_W12	
Skills – the student:							
3	uses procedures and standards in the process of analyzing complex issues related to planning and implementing business operations.					K2P_U01 K2P_U02	
Social competences – the student:							
4	is able to work in a team, effectively completing assigned tasks, demonstrating communication and organizational skills					K2P_K01	
CURRICULUM CONTENTS							
Classes							
The procedure for opening a business on its own account; Elements of the business venture plan; Sources of financing business activity; Business thinking to business design; Small business plan of individual company Business model CANVAS.							
Basic literature	<ol style="list-style-type: none"> 1. A.Osterwalder, Y. Pigneur <i>Tworzenie modeli biznesowych, Podręcznik wizjonera</i>, Onepress 2012 2. J.Muehlhausen <i>Modele biznesowe dla bystrzaków</i>, Wyd. Septem 2018 3. B. Michalska_Dominiak, P. Grocholiński, <i>Poradnik design thinking, czyli jak wykorzystać myślenie projektowe w biznesie</i> Onepress 2019 4. M.Porada-Rochoń, M. Brojak-Trzaskowska, D.Kordela, M.Tomczyk, <i>Przedsiębiorstwa w obliczu wyzwań XXI wieku: modele biznesowe, finansowanie</i>, 						

	<i>innowacje</i> , edu-Libri 2018	
Additional literature	1. D. Ling, <i>Complete design thinking guide for succesful proffesionals</i> , Wyd Lulu Press 2016 2. Pijl P., Lokitz J., Solomon L.K., <i>Design a better business</i> , Wyd. Wiley Jonhn + Sons 2016 3. K. Wach, <i>Wlasny biznes w Unii Europejskiej</i> , Wydawnictwo Uniwersytetu Ekonomicznego w Krakowie, Kraków 2008	
Teaching methods	multimedia presentations, case study	
Form and terms of awarding credits	<ul style="list-style-type: none"> • active participation in classes • student's project 	
Learning outcomes verification methods		Learning outcome number
Active participation in classes (asking questions, conducting polemics, completing the lecturer's statements with practical insights and based on own experience)		1,2,4
Project of own business (work in groups)		3
STUDENT WORKLOAD		
Type of activity/tuition	Number of hours	
	Total	Activities related to practical professional preparation
Participation in lectures	-	
Independent study of lecture topics	-	
Participation in classes and laboratories*	15	15
Independent preparation for classes*	15	15
Preparation of projects/essays/etc.*	15	15
Preparation for examination/credit awarding test	5	5
Participation in consultation hours		
Other		
TOTAL student workload in hours	50	50
Number of ECTS credits for the course	2	
Number of ECTS credits assigned to the scientific discipline	Management and quality science	1,5
	Law science	0,5
Number of ECTS credits associated with practical classes*	2	
Number of ECTS credits for classes which require direct participation of lecturers	0,6	