

<b>Prowadzący</b>	Mgr Marouen Mosbah
<b>Oferta PJO*</b>	TAK
<b>Oferta PJOE*</b>	TAK
<b>Kierunek, rok, stopień dla PJO (*obowiązkowe)</b>	
<b>Semestr roku 2022/2023</b>	zimowy / letni**

\* PJO – przedmiot w języku obcym dla studentów polskich / PJOE – przedmiot w języku obcym dla studentów Erasmus+

\*\* zostawić właściwe

#### BASIC INFORMATION ABOUT THE SUBJECT (INDEPENDENT OF THE CYCLE)

<b>Module name</b>	IT Business Development
<b>Erasmus code</b>	
<b>ISCED code</b>	
<b>Language of instruction</b>	English
<b>Website</b>	<a href="https://www.umcs.pl/en/courses-in-english-2021-2022,21582.htm">https://www.umcs.pl/en/courses-in-english-2021-2022,21582.htm</a> (dla PJOE)
<b>Prerequisites</b>	Basic knowledge of management
<b>ECTS points hour equivalents</b>	Contact hours (work with an academic teacher) – 15h Total number of hours with an academic teacher – 15h Number of ECTS points with an academic teacher - 1,5 ECTS Non-contact hours (students' own work) – 15h Total number of non-contact hours – 15h Number of ECTS points for non-contact hours – 1,5 ECTS Total number of ECTS points for the module – 3 ECTS
<b>Educational outcomes verification methods</b>	<ul style="list-style-type: none"> <li>• Attendance and participation in classroom discussion</li> <li>• Group work on assigned case studies</li> <li>• Final exam</li> </ul>
<b>Description</b>	<p>IT Business Development is a comprehensive IT course designed to equip students with a thorough understanding of the key concepts, tools, and techniques of business development in the IT industry. The course covers a range of topics including market research and analysis, opportunity identification and evaluation, relationship building, negotiations, and deal making, and provides students with practical skills and knowledge to succeed in a business development role in the IT industry.</p> <p>Throughout the course, students will have the opportunity to engage in group projects, class discussions, and hands-on activities that simulate real-world business development scenarios. They will also be exposed to best practices and case studies to help them develop a deep understanding of the business development process in the IT industry.</p> <p>This course is ideal for students and professionals looking to build a career in business development, sales, or marketing in the IT industry. It is also suitable for IT professionals looking to expand their knowledge and skills in business development.</p>
<b>Reading list</b>	<ol style="list-style-type: none"> <li>1. "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers" by Alexander Osterwalder and Yves Pigneur</li> <li>2. "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries</li> <li>3. "Business Analysis and Valuation: Using Financial Statements" by Krishna G. Palepu, Paul M. Healy, and Victor L. Bernard</li> <li>4. "Marketing Management" by Philip Kotler and Kevin Lane Keller</li> </ol>

	<ol style="list-style-type: none"> <li>5. "Negotiating the Impossible: How to Break Deadlocks and Resolve Ugly Conflicts (without Money or Muscle)" by Deepak Malhotra</li> <li>6. "The Challenger Sale: Taking Control of the Customer Conversation" by Brent Adamson and Matthew Dixon</li> <li>7. "Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers" by Geoffrey Moore</li> <li>8. "Innovation and Entrepreneurship: Practice and Principles" by Peter F. Drucker</li> <li>9. "The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" by Clayton M. Christensen</li> <li>10. "Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant" by W. Chan Kim and Renée Mauborgne.</li> </ol>
<p><b>Educational outcomes</b></p>	<p>KNOWLEDGE:</p> <ul style="list-style-type: none"> <li>• Understanding of the business development concept</li> <li>• Knowledge of market research and analysis</li> <li>• Understanding of opportunity identification and evaluation</li> <li>• Awareness of relationship building and deal making</li> <li>• Knowledge of best practices and case studies in the IT industry</li> </ul> <p>SKILLS:</p> <ul style="list-style-type: none"> <li>• Ability to identify and evaluate business opportunities</li> <li>• Skills in building relationships and negotiating deals</li> <li>• Ability to measure the success of business development initiatives</li> <li>• Skills in building a professional network</li> <li>• Ability to align business development initiatives with company strategy</li> </ul> <p>ATTITUDES:</p> <ul style="list-style-type: none"> <li>• Professionalism in business development activities</li> <li>• Openness to continuous learning and improvement</li> <li>• Collaborative approach to building relationships and negotiating deals</li> <li>• Positive attitude towards aligning business development initiatives with company strategy.</li> </ul>
<p><b>Practice</b></p>	<p>n/a</p>

INFORMATION ABOUT CLASSES IN THE CYCLE

<b>Website</b>	<a href="https://www.umcs.pl/en/courses-in-english,21103.htm">https://www.umcs.pl/en/courses-in-english,21103.htm</a> (dla PJOE)
<b>Educational outcomes verification methods</b>	Written test - exam
<b>Comments</b>	-
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<b>A list of topics</b>	<ol style="list-style-type: none"> <li>1. Overview of the IT industry</li> <li>2. Key success factors in the IT industry</li> <li>3. Overview of business development in the IT industry</li> <li>4. Importance of business development in the IT industry</li> <li>5. Business development processes</li> <li>6. Aligning business development with company strategy</li> <li>7. Implementing and monitoring business development plans</li> <li>8. Market Research and Analysis</li> <li>9. Opportunity identification process</li> <li>10. Opportunity evaluation</li> <li>11. Key performance indicators (KPIs)</li> <li>12. Business case development</li> <li>13. Building a professional network</li> <li>14. Networking strategies</li> <li>15. Negotiations and Deal Making</li> <li>16. Career opportunities in business development in the IT industry</li> </ol>
<b>Teaching methods</b>	Informational lecture, class discussion, case study, team work
<b>Assessment methods</b>	Written exam, class presence and participation activity