

Entitlement

Business Models and Evolutionary Strategic Development

Prerequisites

B1 level of English language

Main aim

Understand, develop and implement business management models

Summary

Students will be able to discuss and analyze different types of business models with background in their theoretical understanding. Further the students will understand disruptive innovation as a phenomena and strategy. Finally, the students will understand the role of the business model in developing innovations. The module provides exercises on applying innovation related theories to specific context and phases of innovation.

Learning Outcomes

1. Understand Business Model, understand the selected theories of business models and analyse the weak and strong points of the core models/frameworks in organizations.
2. Understand, analyse and explain the relationship between innovation, strategy and business models.
3. Explore and better manage the effects of business model in changing innovation environment. Understand how value is created through business model innovation, while distinguishing between different theoretical perspectives. To show the dynamics of business models' innovation and why these are changing industries
4. Demonstrate that designed business model is fitting for purpose, to recognize and understand the specificity of different business model patterns
5. Understand the role of innovation and technical change in enterprise and national level economic performance.
6. Understand the technological, human, economic, organisational, social and other dimensions of innovation.
7. Explore and better manage the effects of new technology on people and work systems.
8. Demonstrate that the effective management of technological innovation requires the integration of people, processes and technology.
9. Recognize opportunities for the commercialization of innovation.

Syllabus

1. Definition and business model frameworks
2. Business models in a discovery driven: innovating business model versus product
3. Business model canvas development and refinement
4. Business models and strategic management
5. Creating new business models – thinking outside the box

6. Designing business model vs internal and external environment analysis
7. Designing business model vs competitive rivalry and competitive dynamics
8. Business model Innovation in open Innovation
9. Quality in the development of goods and services
10. Innovation and its context. Innovation as a core business process
11. Building the innovative organisation. Developing an innovative strategy.
12. Sources of innovation. Research and development management. Innovation networks.
13. Decision making under uncertainty. Building the innovation case.
14. Creating new products and services. Exploiting open innovation and collaboration.
15. Value innovation – the cornerstone of Blue ocean strategy.
16. Social innovation and sustainability
17. Capturing the benefits of innovation. Measuring and developing innovation management capability.

Evaluation procedure of knowledge and abilities

Examination
