

Vorlesungsbeschreibung Wahlpflicht: Digital Business Models

Lernergebnisse

Upon successful completion of this module, students will have gained knowledge and skills enabling them to define, describe, characterize, evaluate, optimize and develop digital business models. Through lectures and hands-on experience in practical exercises, participants will become familiar with modern concepts and perspectives of digital technology-driven business model creation and innovation.

Students will be able to draw knowledge from a theoretical foundation on the overall purpose, setup and key elements of a business model. They will also know key influences and effects of business model design. Participants will be able to characterize the modern

- Types of digital business and digital business model patterns
- Platform business: characteristics, implementation, monetization
- Methods towards developing digital business models
- Practical examples and analysis of real-world digital business model cases

Literatur

Gassmann, O., Frankenberger, K., Csik, M. (2014). The Business Model Navigator: 55 Models That Will Revolutionise Your Business, Financial Times Prent.

Parker, G. G., van Alstyne, M. W. & Choudary, S. P. (2017). Platform Revolution: How Networked Markets Are Transforming the Economy and How to Make Them Work for You. New York: WW Norton & Co.

Robbins, S.P., DeCenzo, D.A., Coulter, M. (2015). Fundamentals of Management. Essential