

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 digitalization phenomenon. They will implicitly be able to understand and discuss the impact of digital transformation on traditional business, as well as the opportunities and risks of digital business model innovation for established organizations and startups alike.

Students will know and recognize digital business model patterns. They will also be able to compare business models and discuss advantages or disadvantages of different designs. Participants will have gained special expertise in platform business and will be able to define, assess and design digital platform business models. The students will know how to take different stakeholder sides of a platform business into consideration and understand the concepts of matchmaking, transactions and platform content. They will also know methods to monetize digital business models.

Consequently, students will be able to know and apply methods for the conceptualization of cross-dimensional business model innovation involving (new) digital technology. The students will also be able to generate new digital business model drafts on the basis of a given scenario.

Inhalte

- Introduction to Business Models
 - Purpose, concepts and dimensions
 - Key influences
 - Business model assessment
 - Business model transformation
- Technological innovation and digital transformation
 - Scope of digital transformation today
 - Business model innovation opportunities driven by (new) technology
- Digital business models

- 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 Concepts and Applications. 11th edition. Harlow: Pearson.

Wirtz, B.W. (2019). Digital Business Models, Progress in IS, Cham: Springer Nature Switzerland

Weill, P., Woerner, S. (2018). What's Your Digital Business Model?: Six Questions to Help You Build the Next-Generation Enterprise. Harvard Business Review Press.

Lehrmethode

Lectures in seminar style with integrated (group) exercises and presentations

Lehrsprache

German/ English

Studien-/Prüfungsleistung

Assessment during the semester and / or seminar paper or exam.

Credits

150 hrs = 60 hrs attendance and 90 hrs self-study

Besonderes

Very interactive lectures. High level of self-motivation is required. Input sessions with company representatives may be featured in extra lectures.

Alle öffnen Alle schließen