



COURSE SYLLABUS

Digital Business Modeling, 7.5 credits

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Course Code:	JDBR27	Education Cycle:	Second-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Oct 26, 2016	Disciplinary domain:	Social sciences (70%) and natural sciences (30%)
Revised by:	Council for Undergraduate and Masters Education Nov 17, 2020	Subject group:	FE1
Valid From:	Jan 18, 2021	Specialised in:	A1N
Version:	4	Main field of study:	Business Administration

Intended Learning Outcomes (ILO)

On completion of the course the student will be able to

Knowledge and understanding

1. Explain and apply business modeling tools and concepts as they apply to digital business settings
2. Describe current issues around business modeling and how they can be interpreted with different theoretical approaches
3. Explain current research and development work in the field of business modeling and its application to digital business

Skills and abilities

4. Apply business modeling tools to real life digital business challenges and offer advice on how to further develop digital business models

Judgement and approach

5. Analyze business modeling problems from theoretical, practical and ethical perspectives.

Contents

This course provides an understanding of business model innovation for both new ventures and established companies. It focuses on identifying, designing, and assessing digital business models. Participants will learn how to use business modeling in a structured way to generate a digital business model, or modify an existing one.

Business modeling is important for startups as well as for established businesses which need to discover, defend or evolve their business models. How can organizations create and deliver value for their customers? How can they capture some of that value for the organization? The business model encompasses the product or service, your customers, and the economic engine that will enable it to meet profitability and growth objectives.

The topics covered include:

- The role of technologies for new business models generation and platform as business models

- The business model innovation process
- Value creation for key actors in the digital economy
- Developing digital business models that capture value and sustain their competitive advantage
- Prototyping business models
- Avoiding business model failure

Connection to Research and Practice

In this course, the student will learn about and with tools that are well-grounded in managerial practice to develop and innovate business models. The course will introduce the students to research-grounded tools with wide use in managerial practice, such as the triple-layered business model canvas, the strategic management toolbox for market and resource analysis or the underlying mechanics of specific business models. The course content is research-based, that is the student will learn about the newest research on digital business models and how it relates to business model innovation, in the form of both research-based lectures and a reading list capturing key academic pieces related to each course topic.

Type of instruction

The course covers the theoretical foundations based on a combination of lectures, discussions, case studies, reading assignments and student presentations.

The teaching is conducted in English.

Prerequisites

Bachelor's degree in Business Administration (i.e. the equivalent of 180 ECTS credits at an accredited university).

Examination and grades

The course is graded A, B, C, D, E, FX or F.

Individual assignments (ILOs: 1-3) representing 4 credits.

Project work ingroup (ILOs: 4-5) representing 3.5 credits.

Registration of examination:

Name of the Test	Value	Grading
Project work ingroup [†]	3.5 credits	A/B/C/D/E/FX/F
Individual assignments [†]	4 credits	A/B/C/D/E/FX/F

[†] Registration of examination:

All parts of compulsory examination in the course must be passed with a passing grade (A-E) before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of examination in the course (0-100 points). Grade is set in accordance to JIBS grading policy.

Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is

carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

Other information

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination. Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide. Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

Course literature

Afuah, A (2018). Business Model Innovation: Concepts, Analysis and Cases. 2nd Edition. Routledge.

Additional literature will be provided.