

## Courses in English Course Description

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| <b>Department</b>              | 10 Business Administration  |
| <b>Course title</b>            | <b>Digital Business Models</b>  |
| <b>Hours per week (SWS)</b>    | 4   |
| <b>Number of ECTS credits</b>  | 5   |
| <b>Course objective</b>        | <p>While digital technologies are major factors in the transformation of companies and industries, digital transformation is never achieved by digital technologies alone. To achieve such transformation, business models are needed that can link new digital technologies to emerging market needs. In this course, students will develop a profound understanding of digital business models. They will be introduced to the unique components of digital business models as well as to frameworks and methods based on which digital business models are created. Case examples of digital business model generation in different industries will be discussed in small groups, enabling students to apply the obtained methodological knowledge and to evaluate digital business model effectiveness. Obtained results will be presented orally and in writing.</p>   |
| <b>Prerequisites</b>           | None  |
| <b>Recommended reading</b>     | <ul style="list-style-type: none"> <li>• Blaschke M., Cigaina M., Riss U.V., Shoshan I., 2017. Designing Business Models for the Digital Economy. In: Oswald G., Kleinemeier M. (eds) Shaping the Digital Enterprise. Springer, Cham.</li> <li>• Greff T., Neu C., Johann D., Werth D. (2018) Digitization Driven Design – A Guideline to Initialize Digital Business Model Creation. In: Shishkov B. (eds) Business Modeling and Software Design. BMSD 2018. Lecture Notes in Business Information Processing, vol 319. Springer, Cham.</li> <li>• Hanafizadeh, P., Mehrabioun, M., Badie, K., &amp; Soofi, J. B., 2018. A Systemic Framework for Business Model Design and Development-Part A: Theorizing Perspective. Systemic Practice and Action Research, 31(4), 437-461.</li> <li>• Iansiti, M., Lakhani, K.R., 2014. Digital Ubiquity: How Connections, Sensors, and Data Are Revolutionizing Business. Harvard Business Review, November 2014.</li> <li>• Kane, G.C., Palmer, D., Phillips, A.N., Kiron, D., Buckley, N., 2015. Strategy, not Technology, Drives Digital Transformation. MIT Sloan Management Review.</li> <li>• Kraus, S., Palmer, C., Kailer, N., Kallinger, F. L., Spitzer, J., 2018. Digital entrepreneurship: Are search agenda on new business models for the twenty-first century. International Journal of Entrepreneurial Behavior &amp; Research.</li> <li>• Osterwalder, A., Pigneur, Y., 2010. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, 1st ed. John Wiley &amp; Sons, Hoboken, NJ.</li> <li>• Porter, M.E., Heppelmann, J.E., 2015. How Smart, Connected Products Are Transforming Companies. Harvard Business Review October 2015.</li> <li>• Remane, G., Hanelt, A., Nickerson, R.C., Kolbe, L.M., 2017. Discovering digital business models intraditional industries, Journal of Business Strategy, 38, 41-51.</li> <li>• Ries, E., 2011. The lean startup. Portfolio Penguin, London.</li> <li>• Tesch, J., Brillinger, A., 2017. The Evaluation Aspect of Digital Business Model Innovation: A Literature Review on Tools and Methodologies. In Proceedings of the 25th European Conference on Information Systems (ECIS), Guimarães, Portugal, 2250-2268.</li> <li>• Weill, P., Woerner, S.L., 2013. Optimizing Your Digital Business Model. MIT Sloan Management Review, Spring 2013.</li> <li>• Westerman, G., Bonnet, D., McAfee, A., 2014. The Nine Elements of Digital Transformation. MIT Sloan Management Review.</li> </ul> <p style="text-align: center;">Introduction of further literature during the course</p> |
| <b>Teaching methods</b>        | <p>Models and methods of analysis (research and analysis methods)</p> <ul style="list-style-type: none"> <li>• Business model generation, analysis and evaluation</li> <li>• Lean startup approach</li> </ul><br><ul style="list-style-type: none"> <li>• Seminar lectures</li> <li>• Case study analysis</li> <li>• Case project, group work</li> <li>• Learning Lab</li> <li>• Presentations</li> </ul>   |
| <b>Assessment methods</b>      |   |
| <b>Language of instruction</b> | English   |

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| <b>Name of lecturer</b> | Robert Schweinar  |
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| <b>Link</b>             |   |
| <b>Course content</b>   | <ul style="list-style-type: none"><li>• Characteristics and components of digital business models</li><li>• Digital transformation of business models</li><li>• Digital business models in different industries</li></ul> |
| <b>Remarks</b>          |   |