

Business Model Innovation

Course Workload		Assessment form (examination/ graded test/ ungraded test)
ECTS	Hours	
3	108	Exam

The course "Business Model Innovation" is designed to explore cutting-edge strategies and methodologies to create and refine innovative business models. Students will gain in sights into identifying market opportunities, understanding customer needs, and designing disruptive business models that can drive sustainable growth and competitive advantage. Through case studies and practical exercises, participants will learn to analyze and adapt existing business models, harnessing creativity and strategic thinking to foster innovation with inorganizations. This course equips students with the skills to navigate dynamic market lands cape sand develop agile business models that thrive in a never-changing business environment. It is ideal for entrepreneurs, business professionals, and a spiring leaders seeking to stay a head in the competitive global market place.

Course structure:

1. Introduction to Business Model Innovation

- 1.1. Understanding the importance of business model innovation today's dynamic business landscape.
- 1.2. Exploring their relationship between business models and sustainable competitive advantages.
- 1.3. Analyzing successful examples of companies that have thrived through innovative business models.

2. Market Research and Opportunity Identification

- 2.1. Conducting effective market research to identify emerging trends and customer needs.
- 2.2. Recognizing gaps in the market and potential areas for disruptive innovation.
- 2.3. Utilizing tools and methodologies to assess market viability and demand for new business models.

3. Business Model Components And Value Proposition

- 3.1. Deep-diving into the key elements of a business model, including value proposition, customer segments, and channels.
- 3.2. Crafting compelling value propositions that resonate with target customers.
- 3.3. Evaluating different value delivery methods and their impact on overall business performance.

4. Disruptive Technologies and Business Model Adaptation

- 4.1. Understanding the role of technology in driving business model innovation.
- 4.2. Identifying disruptive technologies and their potential tores industries.
- 4.3. Adapting existing business models to leverage technology and capitalize opportunities.

5. Strategies for Business Model Innovation

- 5.1. Exploring various strategies for innovating business models, such as diversification, platform-based models, and ecosystem partnerships.
- 5.2. Analyzing the risks and rewards associated with different innovation approaches.
- 5.3. Integrating business model innovation into the overall organizational strategy.

6. Implementing and Testing Innovative Business Models

- 6.1. Overcoming barriers and challenges in implementing new business models.
- 6.2. Conducting feasibility studies and prototyping test the viability of innovative ideas.
- 6.3. Iterating and refining business models based on Real-world feedback and data.

7. Scaling and Sustaining Innovative Business Models

- 7.1. Developing a roadmap for scaling successful business models.
 - 7.2. Addressing Scalability Challenges And Ensuring Long-term sustainability.
 - 7.3. Evaluating the impact of business model innovation, organizational culture and operations.
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