

Business Model Management

- **Objectives**

Focus of this course will be understanding the creation and management of conventional as well as innovative and distinctive business models to present a comparative analysis of both with a purpose to explain how to how to generate and deliver value to customers either way while generating and maintaining long-term profits for the firm owner and his investors.

(a) Outcomes

CLO 01: Understand the purpose, role and importance of business models, including the key elements of a business model and the interactions and interdependencies among the elements.

CLO 02: Analyze existing business models utilizing the various frameworks, techniques and implementation scenarios

CLO 03: Evaluate business models for entrepreneurial new ventures or businesses experiencing significant changes in their external or internal environments.

CLO 04: Recommend solutions via utilizing business model concepts for entrepreneurial (new) ventures or businesses experiencing significant changes in their external or internal environments.

CLO 05: Develop professional presentations with correct use of diction and language.

CLO 06: Design a report using an appropriate academic writing style

(b) Course Code MGT-818

(c) Credit hours: 3CHrs

(d) Contents with proposed contact hours

- Introduction: The Business Model Concept
- Distinction and Aims of Business Models
- Structure of Business Models
- Structure of the Value Creation in Business Models
- Partial Models of Business Models
- Actors and Interactions in Business Models

- Business Model Innovation
- Business Model Management
- Types of Business Model Management
- Design of Business Models
- Implementation of Business Models
- Business Model Operation
- Adaptation and Modification of Business Models
- Controlling Business Models: responding to the internal and external changes

(e) Recommended reading, including textbooks, reference books with dates

- Wirtz, B. W. (2020). *Business Model Management: Design-Process-Instruments*. Springer Nature.
- Siedhoff, S. (2019). *Seizing business model patterns for disruptive innovations*. Springer Fachmedien Wiesbaden.
- Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers* John Wiley & Sons.
- Lewandowski, M. (2016). Designing the business models for circular economy—Towards the conceptual framework. *Sustainability*, 8(1), 43.
- Geissdoerfer, M., Pieroni, M. P., Pigosso, D. C., & Soufani, K. (2020). Circular business models: A review. *Journal of cleaner production*, 277, 123741.
- Teece, D. J. (2018). Business models and dynamic capabilities. *Long range planning*, 51(1), 40-49.
- Evans, S., Vladimirova, D., Holgado, M., Van Fossen, K., Yang, M., Silva, E. A., & Barlow, C. Y. (2017). Business model innovation for sustainability: Towards a unified perspective for creation of sustainable business models. *Business strategy and the environment*, 26(5), 597-608.

(f) Nature of Assessments

- (g) Class lectures, Projects, Guest speaker sessions, Case studies