Course: Business Modelling					
module/course code IAB61012	Student workload X hours 510 Minutes / Week	Credits (ECTS) 4.53 ECTS	Semester 5	Frequency Odd Semester	Duration X semester(s) 1x / Semester
	Types of Tutorial/Lecture/Response	Contact hours : 150 Minutes / Week		Independent study 360 Minutes / Week	Class size X students 30 students

1	Prerequisites for participation (if applicable) -
2	Learning outcomes 1. Able to apply logical, critical, systematic and innovative thinking in the context of developing new business models. 2. Able to analyze the interrelationships between various business models with environmental and social aspects. 3. Able to apply change management methodologies, business organization performance analysis methods and social research methods using the canvas business model. 4. Able to apply the spirit of independence, finance and entrepreneurship in validating business model designs.
3	Description: Every business has a goal to win by beating its competitors. More simply, every business wants to make money. Businesses adopt new technologies, rearrange their competitive advantage strategies in order to outperform their competitors or because they want to enter a new market. Business performance is so important and vital for every business. The question now is, how to improve business performance? How to position yourself against competitors? How to make long-term planning on how to make money? There are 3 things that need to be known that can determine the performance of a business, namely 1) The Business Model; 2) The environment in which the business operates; and 3) change. The Business Model has recently become a topic that is often discussed by both practitioners and academics or researchers in the field of business/management. The business model is believed to be able to be decisive in determining the success of a business (Afuah & Tucci, 2003). However, according to Zott, Amit and Massa (2011) academics still do not agree on what a business model is. Many definitions have been developed, but one definition that is popular and often used is the definition of Osterwalder & Pigneur (2010), namely the business model explains rationally how companies create, capture and deliver value to customers. This course will discuss various perspectives on business models and study tools in understanding, designing, and analyzing business models. This course will study how to analyze and evaluate business models that can be used as an approach in implementing or developing business models for new businesses.
4	Subject aims/Content

	1. Introductionto Business Model 2. Defining The Business Model 3. Business Model 4. AnalysisTools&Technique 5. Business Model Patterns 6. Revenue&Pricing Model 7. The CustomerValueProposition 8. The Profit Formula 9. Resource &Process 10. Creating New Business Model 11. Business Model Design 12. AligningStrategy & Business Model
5	Teaching methods 1. Lectures 2. Discussions 3. Group Works
6	Assessment methods 1. Task 2. Mid-Term Exam 3. Final-Term Exam 4. Quiz
7	Other information e.g. bibliographical references Mandatory 1. Osterwalder&Pigneur. (2010). Business Model Generation Complementary 1. Johnson, M. (2010).SeizingtheWhiteSpace 2. Mullins& Komisar. (2009). Gettingto Plan B [SEP] 3. Brown. (2008). Design Thinking. HBR 4. Chesbrough, H.W. (2003) The Era of Open Innovation. MIT SloanMgmtReview 5. Magretta, J. (2002). Why Business ModelsMatter, HBR. 6. Drucker, P. (1994). The Theoryofthe Business, HBR Sep-Oct. 7. Anderson, Narus& Van Rossom: CustomerValuePropositions in Business Markets. HBR March 2006 (eJournal)