

Business Model Innovation

2122_ST_5_3_003_E

Academic department: Strategy & Entrepreneurship

Head of the course: B. A. MISGANAW

Instructors:

Core course:



Medium of instruction:

Anglais

ECTS credits:

4

ECTS credits external:

0

Coefficient (if different from

Contact hours:

30 h

Total student workload:

90 h

Course requirements:

N/A

The content of the course is linked to CSR

The content of the course and/or the teaching methods has a digital dimension

The course is linked to NEOMA-BS pole of expertise



Course presentation

In today's highly competitive environment, innovation is considered as an important factor that may decide the position of firms in the market. Although innovation may involve the development of new product (product innovation) or service (service innovation), it may also be about finding new ways of creating, delivering and capturing value i.e. Business model innovation. In fact, the ability to (re)innovate a business model is now becoming a critical competence for companies to survive and win in today's competitive market. Furthermore, the average lifespan of business models has fallen from 15 to five years over the last 50 years implying that companies need to continuously change/improvise their business models. This process is further triggered by technological innovations and digitalization, which have changed and are changing the way businesses operate. This course seeks to familiarize students with business model(s) and business model innovation, as well as the theories, tools, methods and techniques that can be used in innovating a business model.

Learning objectives

At the end of the course participants will be able to:

Objectif_1: • able to appreciate the variety of business models used by companies and the importance of business models in the success of a venture.

Objectif_2: • able to design and conduct tests for different business model building blocks, and iterate based on market feedback and test results

Objectif_3: • acquainted with different tools and techniques that are used in changing/transforming business models.

Objectif_4: • able to appreciate the role of digitalization and how it changes business models

Objectif_5: • with the help of the group project, able to put the techniques, methods, and theories discussed in the class in practice

Keywords: Business model, business model innovation

Description of teaching methods

Face-to-face synchronous, project based

Assessment

Type	Organised by the evaluation center	Title	Duration	% weight in final mark	% weight in individual mark
Contrôle Continu	-	ORAL PRESENTATION	0 min	40 %	1 %

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Type	Organised by the evaluation center	Title	Duration	% weight in final mark	% weight in individual mark
Contrôle Continu	-	CONTINUOUS ASSESSMENT	0 min	10 %	1 %
Contrôle Continu	-	Individual Essay	0 min	50 %	1 %

Details on the assessment methods

Course structure

Session	Type	Duration	Topics	Preparatory work	Teaching methods
1	Cours	180.0 min	Introduction: Innovation and Business Model Innovation	Read the materials that will be provided on the course platform before the session	Présentiel synchrone
2	Cours	180.0 min	Business model and the ABC framework	Read the materials that will be provided on the course platform before the session Group project	Présentiel synchrone
3	Cours	180.0 min	Customer segmentation, problem interview and Job to be done perspective	Read the materials that will be provided on the course platform before the session Group project	Présentiel synchrone
4	Cours	180.0 min	Problem solution fit and MVPs	Read the materials that will be provided on the course platform before the session Group project	Présentiel synchrone
5	Cours	180.0 min	Testing the market	Read the materials that will be provided on the course platform before the session Group project	Présentiel synchrone

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Session	Type	Duration	Topics	Preparatory work	Teaching methods
6	Cours	180.0 min	Resource, competence and value configuration	Read the materials that will be provided on the course platform before the session Group project	Présentiel synchrone
7	Cours	180.0 min	Validating key activities and partnership	Read the materials that will be provided on the course platform before the session Group project	Présentiel synchrone
8	Cours	180.0 min	Validating the key metrics – cost structure and revenue streaming	Read the materials that will be provided on the course platform before the session Group project	Présentiel synchrone
9	Cours	180.0 min	Digitalization and digital business models	Read the materials that will be provided on the course platform before the session Group project	Présentiel synchrone
10	Cours	180.0 min	Final presentation and class discussion	Prepare for the final presentation	Présentiel synchrone

References & teaching material

Bibliography

References and other materials will be provided during the course.