

Syllabus

for course at advanced level

Business Model Innovation
Affärsmodellen

7.5 Higher Education
Credits
7.5 ECTS credits

Course code:	FE6613
Valid from:	Spring 2012
Date of approval:	2012-03-23
Department	Stockholm Business School
Main field:	Företagsekonomi
Specialisation:	AXX - Second cycle, in-depth level of the course cannot be classified

Decision

Prerequisites and special admittance requirements

120 HE credits. Swedish upper secondary school course English B, or the equivalent, or one of the following tests. Cambridge CPE och CAE: Pass. IELTS : 6.0 (with no part of the test below 5.0). TOEFL (paper based): 550 (with minimum grade 4 on the written test part). TOEFL (computer based): 213. TOEFL (internet based): 79.

Course structure

Examination code	Name	Higher Education Credits
6613	Business Model Innovation	7.5

Course content

Course structure

The course consists of the course module: Business Model Innovation 7,5 hp.

While technology innovation, product/service innovation and even process innovation are often taught; it is business model innovation that is driving the growth of many enterprises.

Leading companies such as McDonald's, Microsoft, Xerox, GE, Amazon, H & M, Dell, eBay, Lego, Federal Express and others owe much of their success and even existence, in many cases, to business model innovation. However, still most courses emphasize product/service and or technology innovation.

The course takes a practical approach to understanding, teaching and building business models. Whether it is breaking down business models into their fundamental components, analyzing the current models used in certain industries or synthesizing new models from models existing in various industries, this course aims to place business model innovation at the center of the value creation.

Learning outcomes

On successful completion of the course, students should be able to:

- Explain the importance of business models and business model innovation to value creation in 21st Century businesses.
- Describe how business models emerge.
- Analyze and evaluate currently used business models.
- Modify existing business models as a method of differentiating the business.

- Develop new business models as a method of create competitive advantage.
- Test certain aspects of the business model before widespread roll out

Education

The course is delivered in the form of lectures and seminars for overview of the main subject areas. Teaching will incorporate lectures, debates, and exercises, as well as presentation from leaders in the field.

Forms of examination

Examination:

Students will be assessed based on the following scales:

- Lecture attendance, active participation and presentations: 20 %
- Completion of a group-wise case study and assignments 40%
- Short exam: 40%

Examination grades

Grades are given in accordance with a criterion-based scale where A, B, C, D and E are passing grades and Fx and F are failing grades.

- Criteria for examination grades

The grading criteria are decided by the head of the course and stated in written information available at the start of the course.

- Miscellaneous

Students having received a grade of E or higher in the final examination are not allowed to retake the examination to achieve a higher result.

Attendance is mandatory.

Interim

In the event of major changes to the content or the required readings of the course, or suspension of the course altogether, students are entitled to an opportunity to retake the examination according to the present syllabus once each semester during the subsequent three semesters after the change has been effected.

Limitations

The course cannot be included as part of a degree in conjunction with other similar courses accomplished at other universities in Sweden or abroad.

Required reading

Required and supplementary readings will be announced at the beginning of each term the course runs.