

Syllabus

for course at advanced level

Business Model Innovation
Affärsmodellen

7.5 Higher Education
Credits
7.5 ECTS credits

Course code:	FE6613
Valid from:	Autumn 2016
Date of approval:	2012-03-23
Changed:	2016-03-07
Department	Stockholm Business School
Main field:	Företagsekonomi
Specialisation:	AXX - Second cycle, in-depth level of the course cannot be classified

Decision

This syllabus has been approved by the Head of Education at Stockholm Business School 2012-03-23, last revision 2016-03-07.

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

“Business Model Innovation” takes a practical approach to understanding, designing, and testing business models. It includes analyzing existing business models, developing a business model for a new startup venture, and testing business model building blocks. The course offers you the opportunity to develop a unique skill set that has helped many leading entrepreneurs and enterprises. Business model innovation is at the center of value creation and many leading companies and social ventures owe much of their success to business model innovation.

This Business Model Innovation course covers:

- Business model history and significance
- Business model canvas development and refinement
- Customer development process
- Lean startup methodology
- Financial drivers of business models

Learning outcomes

Upon completing the course, students should be able to:

- Explain the importance of business models to value creation and new venture success in today’s economy

- Describe, compare, and critically examine different business model frameworks
- Analyze and critically evaluate business models used by actual ventures
- Construct and present a business model for an innovative and viable new venture
- Design and conduct tests for different business model building blocks, iterating based on market feedback and test results

Education

The course will mix and match lectures with debates, discussions and learning activities by the students as well as leaders in the field.

Forms of examination

Students will be required to satisfactorily complete all of the course assignments in order to receive a passing grade.

The student's grade will depend on the following:

- Written and oral assignments (individual and group work)
- Contribution in class/ group activities
- Attendance

Grading scale

Fail (F), Fail (Fx), Sufficient (E), Satisfactory (D), Good (C), Very good (B), Excellent (A)

Attendance

Attendance is compulsory.

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.

Misc

This course is given within the framework of Stockholm School of Entrepreneurship (SSES).

Required reading

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