

In this module, you will learn about the clash between existing and digitally enhanced business models emphasising platforms and ecosystems. You will learn to treat and exploit “information” as the core resource of modern value creation, and understand the economic and technological key trends that are at the heart of the digital transformation. You will also learn what “Data-Centricity” means for today’s companies, which role data play for innovating business models, and the fundamental difference of digital products and services compared to “traditional” physical goods. You will develop an agenda for how to meet challenges of digital innovation and how Business Model Innovation and business patterns can help firms transform themselves.

## Dates

28 - 29 September 2018

Friday 13:30 – 16:30

Saturday 09:30 – 16:30

## Fees

Diploma programme: included

Short course: 1.375 €

## Contents

### Digital Businesses

Information Technology is changing the business world in a variety of ways. The large majority of businesses are affected and may question whether they are adequately prepared as a “digital business”. We will analyse prominent examples like Uber, AirBnB, Nest, Tesla as well as astonishing innovation activities of well-known digital players including Google X Labs (Alphabet), Amazon and Microsoft in addition to more recent start-up initiatives, which are bound to further challenge and shake industries. We focus on extreme examples and will filter our discussions and cases for potentially disruptive innovations and business models.

### Tools for Digital Business Model Innovation

We re-visit the “Business Canvas”. Not only will we recapitulate the de facto standard of discussing business models but we will also highlight more recent developments including a more detailed discussion on Value Proposition and data-based service provision. We add additional perspectives and tools, in particular Business Patterns. Case work will accompany the second content block; more specifically you will analyse your own business model in a first step. Subsequently, you will deploy Business Patterns in order to systematically derive variants of your business model.

### Emerging Business Patterns

We introduce emerging patterns of doing business. In particular, we will focus on the Internet of Things and selected technology streams. You may ask yourself how your business model is or likely will be affected through modern IT. As a core team exercise in-class, you will weave together content, tools, and perspectives of all six content blocks of the course. We will discuss the ramification for your industry and your business model in a fast changing world through the deployment of modern IT. Along the way, we drill down into selected issues that traditional companies face once they embark on the digital transformation journey.

## Key Benefits

➤ Identify your current business model and explore which approaches and tools to deploy in order to systematically innovate your business model

➤ Examine how business patterns help you radically transform your business model

➤ Understand what data-based Business Model Innovation means for your business